

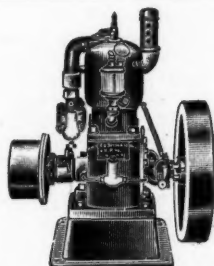
PRINTERS' INK

12 West 31st Street, New York City
A JOURNAL FOR ADVERTISERS

VOL. LXXXVII

NEW YORK, MAY 14, 1914

No. 7



Developing a New Use for the Gasoline Engine

When we undertook the promotion of the Farm Cushman Gasoline Engine, we found it excellently adapted to saving horseflesh by operating the grain binders of the country.

We believed that the quickest and easiest way to popularize this light weight, high-powered, *all-purpose* engine was to advertise it as a *special purpose* engine.

The manufacturer agreed with us and we bent our efforts to developing a great new use among the nation's farmers.

The Farm Cushman became

"The original binder engine."

Farmers were made to see its advantages. An engine on a binder quickly became a common sight.

The Farm Cushman Engine today dominates its field. It was popularized in an incredibly short time. The increase in sales has resulted from the special advertising service.

We are willing that our valued client, The Cushman Motor Works, Lincoln, Nebraska, shall say how important our part of the work has been.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

(This is Advertisement Number Thirty-three of a Series.)

Concentration and Country Trade

From an address by Charles Coolidge Parlin to the National Wholesale Dry Goods Association.

"I want to anticipate a wrong conclusion which manufacturers sometimes draw from this story of concentration. The manufacturer of a shopping line sometimes says: 'My line is sold in comparatively few cities; I will concentrate all my sales efforts in those cities and will not use national publicity.' But such a manufacturer overlooks the important fact that these cities are shopping centers only by virtue of the fact that people come in from the outside to trade. Every woman in the United States who has the price and the taste to appreciate his article, is a potential customer. It is quite as necessary to reach the woman who comes from the outside as it is to reach the residents of the city; in fact, *so far as a nationally exploited article is concerned, the woman outside is better worth reaching.* For the woman in the city buys shopping lines largely by watching for special sales."

"Since 58% of the population of the United States live in communities of less than 5,000 population and since for the purchase of shopping lines a large part of this population swells the trade of the shopping center, a manufacturer with a line of concentrated trade who *confines his exploitation to the cities in which he is represented, is obviously overlooking the main portion of his possible customers.*" ***

"The distinction between shopping center and suburban has little reference to the size of a city. Some of the suburbs of New York and Boston, with 100,000 population, are suburban, their

stores for the most part carrying only convenience goods; while a Western village with a population of 2,500 is often a shopping center to which 10,000 people come."

The object of concentration is not to restrict the appeal to this or that class, but to select a unit of operations small enough to be thoroughly conquered by the business campaign. No business man ever tried to conquer the universe "at one fell swoop."

The state is the logical basis of the business campaign. Standard Farm Papers being of a selective nature fit in with a properly planned line of business operations.



TRADE-MARK OF QUALITY

Standard Farm Papers

are	Oklahoma Farm Journal
	The Ohio Farmer
Farm	The Michigan Farmer
	Prairie Farmer
Papers	Pennsylvania Farmer
	The Breeder's Gazette
of	Hoard's Dairyman
	Wallaces' Farmer
Known	Kansas Farmer
	Progressive Farmer
Value	Missouri Farmer
	The Wisconsin Agriculturist
	Indiana Farmer
	The Farmer, St. Paul

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893

VOL. LXXXVII

NEW YORK, MAY 14, 1914

No. 7

Sticking to Your Policy Guns in a Hard-Fought Field

An Authorized Interview by Charles W. Hurd with

M. G. Rockhill

Secretary and General Manager of Belle Mead Sweetmakers, Trenton, N. J.

"WE have just finished making comparisons," the Belle Mead Sweetmakers told to their trade the other day, "and find that 85 per cent of our dealer-agents are way ahead on sales this year, and also that our profits for last year were double 1912, . . . and this on top of the *most bitter competition* ever known in the candy business."

M. G. Rockhill, secretary and general manager of the concern, told PRINTERS' INK how this had come to pass.

"If I wanted to give a credible explanation of the success that has followed our little venture," he said, "I might say it was the quality of the goods and our hard work. There would be truth in that, but it does not altogether account for our good fortune in escaping shipwreck a dozen times in the past dozen or so years since we started.

"We set out in the most unbusinesslike way, with scant capital and limited credit. None of the big houses in the candy line expected to see us pull through, and only the other day one of the chocolate manufacturers, who had furnished us with the material for some of our candies, told me that, looking backward, he could not figure out how he had ever given our young concern the credit he did. But he had never thought of us as failing, he said. We had not thought of it ourselves. We knew we were having a hard time, but we always expected to pull through. And that's the main

reason, I suppose, we did. The second-best reason no doubt is that we picked out a policy for ourselves and stuck to it through all temptations and uncertainties. We have been almost alone at times in holding to a policy of our sort; but we have kept on and I believe have been justified by the results.

"One of the partners in our concern, J. G. Muirheid, had been for years the organizer and manager of the Interstate Fair. Scott Scammell and I had worked for him. Mr. Muirheid had broken down under his responsibilities and had taken a long vacation. When he felt strong again he wanted to get to work.

THOUGHT OF FRUIT-PRESERVING

"That is the explanation of the business—it was started to give Mr. Muirheid something to do. He thought fruit-preserving would be a nice business to go into. He knew nothing about it and neither did we, but we went ahead and built a small factory in Belle Mead, which is about fifteen or twenty miles out of Trenton.

"While it was building we began making an investigation and discovered there was *no fruit* within a thousand miles—more or less. We were building a fruit-preserving factory and had no resources of raw material. We had to drop that project.

"Then Mr. Muirheid thought of candy. He declared that there was no candy that was really satisfying—to him—on the market.

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None of us knew anything about candy-making, but we completed the factory, hired an expert candy-maker and went ahead. Mr. Muirheid's thought from the beginning was to make an absolutely pure candy, to use no coloring ingredient whatever, no matter how innocent by reputation, but to let the fruit juices used for flavoring provide the only color. The public, you know, had come to believe

and dollar candies in the market then.

MAILED SAMPLES TO DRUGGISTS

"Now we had the factory and the candy—what were we going to do with them? We had no money to hire salesmen or to go on the road ourselves. But we had a plan we thought was worth while trying. We put up our candy in the handsomest packages we could afford, and sent them as samples to the best druggist in each nearby town. We offered him a good margin of profit and the exclusive agency in his town or neighborhood to protect it.

"The plan was new enough at the time to interest the dealers. Their confidence in most exclusive-agency propositions has been shattered by experience they have since received at the hands of concerns in many different lines, but at that time, being comparatively unsophisticated, they listened to our proposition, and many accepted it.

"That is the way we got our start. We had no special proposition to make to them. We made no concessions in price, we paid them nothing for their windows; in fact, we had nothing to put into the window at first. We crept along, getting a dealer here and a dealer there, losing some but keeping more until we finally 'turned the corner'—after seven years—and began to make money.

"Since then our growth has been rapid. We had added a few salesmen and had begun to advertise, after five or six years, as soon as we had a fair distribution. We spent \$18,000 recently in our pure-food advertising campaign, which covered sixteen months and was based on our passing the Westfield



TYPICAL PAGE IN COLOR

that orange juice is a deep 'orange' in color and the trade added artificial coloring to make it so. The same with raspberry and other berries and fruits. And the same with sugar and glucose.

"Our thought was that the very difference in the colors of our flavorings would prove their purity. At any rate, that was the basis on which we went ahead, and we have never changed it.

"We put a price of 60 cents a pound on our chocolates to cover the increased cost of the care used in their preparation. That was a fairly high price in 1901. There were only two or three 80-cent

Colorado's Bloody Tragedy

The first complete account of the whole shameful business is in Everybody's for June.

Not just this or that side of the question, but the whole unbiased truth that places blame where it belongs.

The story is called "*The High Cost of Hate*," and provides another example of Everybody's live-wire editorial policy.

It is publishing this kind of story that gives Everybody's its influence in the homes of its readers and its value to advertisers.

Everybody's Magazine

600,000 Average Monthly Net Circulation Guaranteed
\$600 a Page

The Ridgway Company, New York

test. The returns are hard to trace, but our business has increased.

Our territory now stretches from Eastport, Me., to St. Louis on the west and New Orleans on the south. We have some direct trade beyond this territory. We do not try to sell any candy by mail, and never offer samples in our advertising, but the orders come and we have to take care of

"The methods I have described are practically our sole efforts in the way of getting business. As I have said, we have never offered samples through our advertising. I do not believe the people who would be attracted by the advertising of our high-grade candy are the kind who are afraid to buy a whole box. They will not send ten cents in stamps for a sample or carry a coupon down to their

druggist. The persons who do that are the children and the servants. That is why we have never offered any other inducement to the public to buy other than the quality of the candy. We may be wrong, but we believe the public is influenced by this suggestion of high class.



WINDOW AND STORE DISPLAY CARD, WHICH IS TRIMMED DOWN WHEN USED IN CARS

them. Inside our present territory we can use these orders to develop agencies, but beyond it the difficulty of getting the confectionery to the customer in a fresh condition, and the increasingly heavy express rate, eventually check distribution.

PREPARING TO BUILD ADDITIONS

"We are convinced and consistent advertisers, but the oversold condition of our factories has necessitated stopping all of our advertising during the past eight or ten months. We have bought land next to our present plant and will put up an addition in the near future, not immediately, but as soon as we see the trend of the market. I know that merely being oversold is no reason for not advertising, and that something must be done as an insurance for the future; but the capacity of the factory is already overtaxed and we could not go on indefinitely that way. Our signs and window cut-outs and the local advertising done by the dealers, who use our electros, are more than sufficient to keep our name before the public for the present.

"We have supplied some of our dealers with samples for distribution among their customers, but only where business needed stimulating. We do not do it generally. And we have circularized the lists of a few druggists at their request. But that again is something we do not think a great deal of to bring in business—in comparison with the other methods.

PAID FOR DEALERS' WINDOWS

"We have paid for show-windows in two cases, for a short while, but we think that was a mistake and discontinued it. Outside of these two instances we have never given a bonus or inducement in any form for a dealer's window. The policy has undoubtedly hurt us in some ways and has cost us agencies that we might otherwise have had, but we are convinced that on the whole we have saved money and inspired respect for our house and our products. The dealers know that we are a one-price house, that we are not making any concession on the price of our goods, either outright or by bonuses for window display."

SOME OF THE
CLIENTS
SERVED BY
CALKINS &
HOLDEN

AMERICAN OPTICAL COMPANY
BORDEN'S CONDENSED MILK SALES CO., Inc.

BROWN-DURRELL COMPANY
CHICKERING & SONS

THE CROFUT & KNAPP COMPANY
EATON, CRANE & PIKE COMPANY

THOMAS A. EDISON, Inc.

N. W. HALSEY & COMPANY
HARTFORD FIRE INSURANCE COMPANY

HOME PATTERN COMPANY
KELLY-SPRINGFIELD TIRE COMPANY

THEODORE A. KOHN & SON

W. H. McELWAIN COMPANY

MERRELL-SOULE COMPANY

NEW JERSEY ZINC COMPANY

PARK & TILFORD

THE PIERCE-ARROW MOTOR CAR COMPANY
RICE LEADERS OF THE WORLD ASSOCIATION

THE SHERWIN-WILLIAMS COMPANY

N. & G. TAYLOR COMPANY

THE J. B. WILLIAMS COMPANY

250 FIFTH AVE.



NEW YORK



CANDY MANUFACTURERS' WINDOW CARDS ARE GETTING MORE AND MORE ELABORATE AND THIS LITHOGRAPH IS AN EXAMPLE

Right here enters one of the most serious problems of the field, the problem of getting and keeping the dealer-agent. It is mixed up with the problem of the window, which, to many dealers and manufacturers, appears only as a phase of price-cutting, and it is mixed up with the still bigger problem of returned goods, which has assumed the aspect of a guarantee to the dealer with all restrictions thrown to the winds.

Nearly all the high-class package business is done directly with the dealer instead of through a jobber. Fine confectionery will keep only a month or so in prime condition, and it must be placed in

the dealer's hands at once. To insure proper handling at the selling end the manufacturer seeks to secure exclusive attention for his product; he wishes the dealer to move the goods while they are fresh. Exclusive agencies were therefore the rule in the beginning.

DEALERS WANTED SPECIAL AGENCIES

The dealers were very glad, too, to get special agencies, and the few manufacturers aiming at national or sectional distribution had the situation more or less in control, and were correspondingly strict. But this bred competition. Ten or twelve years ago one house had the cream of the metropolitan business and sold through its own stores and dealer-agents. One of these agents had a large chain of high-class grocery stores. One day the manufacturer discovered

a box of another candy displayed in one of these grocery windows. He objected to the grocer and upon the latter refusing to remove the box withdrew the agency. The latter thereupon began the manufacture of his own candy, and is one of the largest distributors in the East.

That was ten years ago. To-day, according to the *International Confectioner*, the dealer has no less than fifty high-class lines to choose from and three hundred more lower-grade houses are calling on him. And these are only a sixth or seventh of the candy-making establishments large

(Continued on page 93)

ADVERTISERS in the small-town field are not confronted by either the idle rich or the idle poor, nor by foreign illiteracy. Hence prosperity, thrift and the financial capacity to buy and pay for luxuries as well as necessities, are more evenly distributed there than in the cities.

The greatest avenue to this prosperity for advertisers is the housewife. Her duties as manager of the home, vest in her a buying power that is almost limitless. Whether it is furniture, dry goods, or food products, it is she who makes the dollars fly, and the best way to reach her is through the magazine that shows her what to spend them for.

Needlecraft creates a buying atmosphere. No woman can read even a page of this publication without being overcome with a strong impulse to possess.

Multiply this impulse by 750,000, the number of housewives who depend upon Needlecraft to show them the latest fashions in dress and millinery and timely suggestions for making the home more comfortable and the table more inviting.

It costs the advertiser no more to reach these homes of thrift and plenty than it does to reach the less prosperous class. But it certainly is *worth more*, for which reason Needlecraft deserves the serious consideration of every person who sells any of the numerous commodities which women buy.

NEEDLECRAFT PUBLISHING CO.
1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Mgr., 1 Madison Ave., New York
JOHN GRANT, Western Mgr., 30 No. Dearborn St., Chicago

Member of the Advertising Audit Association

The Late C. W. Post as an Advertiser

III Health Causes Temporary Insanity and Suicide—Some Incidents in the Career of a Pioneer in "Reason Why" Copy—One of the First to Realize the Importance of Advertising

CHARLES W. POST, president and founder of The Postum Cereal Company, Battle Creek, Mich., committed suicide by shooting at Santa Barbara, Cal., May 9. Mr. Post had been in ill health since December. Early in March he made a hurried trip by special train from his Santa Barbara home to the Mayo Hospital at Rochester, Minn., where he was operated upon for appendicitis. The operation was considered successful, and Mr. Post returned to California; but the stomach trouble which threatened his early career returned, and is said to have led to a fit of despondency which caused him to end his life at the age of 55.

Mr. Post's death removes one of the most prominent and striking figures from the field of advertising. He was one of the first to apply "reason why" copy to the advertising of foods, and from the introduction of "Postum" in 1894 his appropriation grew until it was reputed to approximate a million dollars a year. In 1908 he told PRINTERS' INK that he was spending \$750,000.

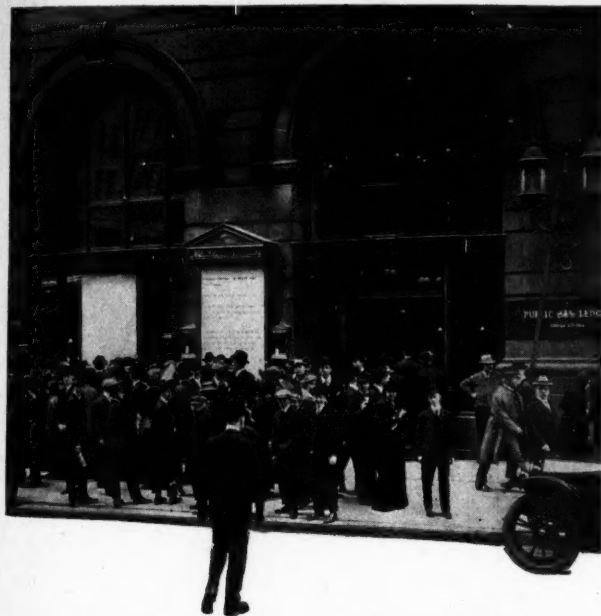
Probably the success of the Postum Cereal Company's business was more largely due to its founder's early understanding of advertising possibilities, than to any other one thing. The important details of management were turned over to associates and subordinates, but Mr. Post kept the advertising reins in his own hands, and wherever he might be, proofs and copy followed him for revision and approval. "I care not who manages production or sales, so long as I write the advertising," is the paraphrase by James H. Collins on an interview with Mr. Post for PRINTERS' INK.

The story of the founding of

the Postum Cereal business has often been told. Mr. Post had been a partner in an Illinois hardware store which failed, and later was traveling salesman for an agricultural implement house, and manager of a plow factory. His health broke down in 1884, and was not restored until 1891. Meanwhile he had become interested in dietetics, and he always declared that his restoration to health was due to the proper selection of food. This led to the adoption of the famous slogan, "There's a Reason," and the advertising of Postum and Grape Nuts by an appeal to health rather than to appetite. The importance Mr. Post himself attached to his line of appeal is evident from the following paragraph, from an interview given in 1908:

"The food business is absolutely dangerous," he said. "Probably it shows a higher percentage of disasters than any other staple line. Manufacturers see others making money in foods, and fill a warehouse with a specialty that has a good flavor. Then they set to work to get rid of it by appeal to the palate alone. There have been some striking successes. Our own business, for instance, does not rank first among prepared foods. That position is held just now by the corn-flake preparations. But the latter are often built up on a passing appetite alone, and the popular appetite changes. Our business is built upon something more solid."

From the early days of the industry a large list of mediums was used, including magazines, newspapers, the religious press, trade and even technical papers. This fact caused much criticism of Mr. Post at the time the Grand Advertising Agency (now the "There's a Reason" Agency) was established, on the ground that the sole object of the formation of the agency under the name of the Postum advertising manager was to save the commissions. Mr. Post declared, however, that its establishment was due to two facts: first, the fact that the agencies which had hitherto been



“Ledger Central”

is the name we have given to the new branch office of the Public Ledger at Broad and Chestnut streets, Philadelphia, the heart of the shopping district. It was put there to meet a demand of the public.

Ledger Central is probably the best equipped and most magnificent Travel, Resort and Educational Bureau that has ever been established by any newspaper in America.

PUBLIC  LEDGER

handling the business were clamoring that they had "made" the Postum Cereal business, and were using that claim in the solicitation of accounts; and second, that agents were using the large Postum copy as a club with which to force publishers to cut rates for other and smaller accounts. In July, 1913, Mr. Post wrote to PRINTERS' INK: "I found out a good many years ago that there are some people in the world who did not know how to write our advertising copy and make it sell goods. There are others who do know how to properly and honestly buy space; and so we undertook to put our shoulders in the collar, and do the 'needful' right in our own home shop."

POST'S VERSATILITY

The promotion of sales of Postum, Grape-Nuts and Post Toasties was not, however, the extent of Mr. Post's experience with advertising. Probably his personality was best known to the public as a champion of the "open shop," and as a bitter opponent of some of the policies of the American Federation of Labor. The immediate cause of his entrance into labor disputes was a boycott of his products by the Federation because he refused to discontinue advertising in the *New York Sun* and other publications which were declared to be unfair to the Typographical Union. Mr. Post told his side of the story in a signed advertisement which cost him \$18,000, and followed it up with a campaign costing upwards of \$100,000. The result was an increase of \$300,000 in the business of the Postum Cereal Company. That was about ten years ago.

Later, in the fall of 1910, Mr. Post, as a stockholder in the Bucks Stove and Range Company, began a suit in equity against Samuel Gompers and other officers of the American Federation of Labor, and again started a bitter campaign in the newspapers by means of signed advertisements. His opposition to labor-union policies brought him into many conflicts, some of them personal, and he gained his reputa-

tion as a fighter chiefly from this aspect of his career together with the libel suit which was brought against him by *Collier's Weekly*.

The latter case was brought about by an article by Samuel Hopkins Adams, containing a criticism of the advertising of Grape-Nuts as a preventive of operations for appendicitis. Mr. Post replied, characteristically, by a signed newspaper advertisement, in which he implied that the article in *Collier's* was inspired by the fact that he did not advertise in that medium. "The owner or editor of *Collier's* cannot force money from us by such methods," the text read.

A SUIT OF WIDE INTEREST

The result was a suit for libel against Mr. Post. The publisher of *Collier's* claimed that the Post products had been excluded from the advertising columns in 1905, when the ban against medical advertising went into effect, and asked damages of \$250,000. The case was tried in December, 1910, and resulted in a verdict for *Collier's* of \$50,000.

First and last, Mr. Post had many a battle with publishers over circulation statements, with advertising agents, and with the Association of American Advertisers. In the old days when *Harper's Magazine* declined to make circulation statements, Mr. Post withdrew his advertising. One day he saw the late James Rodgers at the Post Tavern in Battle Creek.

"You've come out here for something, Rodgers," he said. "What is it?"

Mr. Rodgers said that he had come for advertising. Mr. Post held to his point that the real circulation of *Harper's* should be given to him, and Mr. Rodgers told him. Thereupon the Post advertising went back into *Harper's*, for Mr. Post had long before found out what the circulation was, through other channels. The hatchet was buried, not because Mr. Post was any better satisfied with the quantity and quality of the circulation, but because he had won his point in making the publisher tell.



Richard Harding Davis

whose brilliant news-dispatches are appearing in the daily press, will send from the front to **SCRIBNER'S** a series of articles which will form a complete story of

The Mexican War

First story probably in July

The Value of APPEARANCE in a Magazine

THIS letter is a tribute to the beautiful typographical appearance of MUNSEY'S MAGAZINE—it's artistic, easy-to-read pages, the high grade paper on which it is printed, and its attractive illustrations—many of them in colors, by famous artists.

Since the magazine carrying your advertisement is really a salesman representing *you*, is it not good business to select the salesman having the most engaging personality and most pleasing appearance?

In dress and personality, MUNSEY'S MAGAZINE is worthy to carry your message into homes of refinement and culture, where MUNSEY'S is welcomed for itself alone.

The "dress" of MUNSEY'S MAGAZINE is one reason why MUNSEY'S has added to its circulation in the past twelve months. 150,000 copies—sold at fifteen cents each.

THE
FRANK A. MUNSEY COMPANY
175 FIFTH AVENUE, NEW YORK



PHILIP T. DODGE, President

CARL E. LINOTYPE NEW YORK

FRANK J. HARRINGTON, Vice-President

MERGENTHALER LINOTYPE COMPANY

"MUNSEY" NEW YORK, U.S.A.

TRUST COMPANY BUILDING, NEW YORK, April 8, 1914.

Mr. Robert Ferris, General Superintendent,
F. A. Munsey Company,
East 25th Street,
New York City.

Dear Mr. Ferris:

I think it will be very gratifying both to you and to Mr. Munsey to learn that in our Linotype Prize Competitions the five judges unanimously awarded a prize for typographical excellence for magazine work to the "Munsey Magazine." This prize carries with it \$100 in material and \$100 in cash to be divided among the employees participating in the work.

You might say to Mr. Munsey that there were nearly four hundred specimens of work produced on the Linotype in the regular course of business submitted in these competitions, and the judges' decisions were based largely upon the typographical excellence of the product.

We are also gratified that you are one of the winners, because it is evidence of our success in producing a face for the "Munsey Magazine" which is not only satisfactory to Mr. Munsey, but which met with the approval of the Master Printers who were the judges in these competitions.

Yours very truly,

MERGENTHALER LINOTYPE COMPANY.

Henry W. Cozens
Manager N. Y. Sales Department.

Reply to this letter should be addressed to the COMPANY Department

The First Great Publication Showing A Double Appeal

An Agent said:

"How can *Cosmopolitan* appeal to both men and women? It cannot have the following of both!"

So we specially analyzed that subject and a great light broke over him.

He knows now what some Agents and many Advertisers already knew—

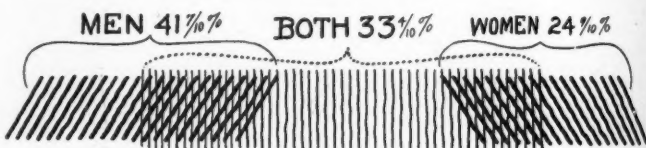
That a circulation giant has been developed along entirely new lines;
THAT OF APPEALING TO BOTH!

Cosmopolitan is FOR women plus men; FOR men plus women.

It is read by more *women* and the *men* of their families;

It is read by more *men* and the *women* of their families than any one magazine, regardless of class or circulation.

Investigation of the last three months shows that we have carried advertising in the following proportion:



FOR MEN
OR WOMEN }

Where is the waste when the appeal to BOTH overlaps and binds together the appeal to EACH!

DID YOU EVER HEAR OF A BETTER BALANCED CIRCULATION?

If you sell to women it gives you the best women's field, because **IT CARRIES WITHOUT ADDED COST A GREAT MEN'S INTEREST!**

And you know that everything a women wears or buys is powerfully influenced by the men of the family.

The same holds good on the other, or men's angle.

Analysis of advertising carried, appealing to men, to women, and to both men and women, in April, May and June *Cosmopolitan*, 1914.

	Men	Women	Both	Total
April ..	136 39 1/2 %	92 26 1/2 %	118 34 1/2 %	... 346
May	156 45 %	85 25 %	104 30 %	... 345
June ..	180 40 1/2 %	75 23 1/2 %	116 36 1/2 %	... 321
Total ..	422 42 7/10 %	252 24 9/10 %	338 33 1/2 %	... 1013

Investigation over the last six months shows that we have paid these advertisers out of all proportion to competitive magazines.

COSMOPOLITAN

"America's Greatest Magazine"

RATE \$1,000
a page and service
for every dollar!

**119 West 40th St.
New York, N. Y.**

The Touch of Sentiment in Copy

The Poet's Job Is a Cinch Compared to That of the Copy Writer Who Must Touch the Heart and Keep the Directors Tame at the Same Time—When Does "Heart Interest" Ring True?

By F. R. Feland

"For the heart that has truly loved,
never forgets
But as truly loves on to the close
As the sunflower turns on her god
when he sets
The same look which she turned when
he rose."

—Old Song.

TOM MOORE might have written those same words yesterday or a thousand years ago, if he had happened to live at either time, and they would have been quite as deathless, because, as the Frenchman remarked in the story, "It is a beautiful sentiment." The words are all good old English words. The idea is as old as the connection between flowers and love.

A man who some seven years ago went into what stenographers call the "Advertising Line," and who is still paying instalments on his house on the day they are due, insists that most goods are sold altogether on sentiment. Extracting the obvious foolishness from his remark, he means that in the sale of such things as life insurance, encyclopædia, house furnishings, musical instruments, candy and a few other semi-necessities, it is frequently an unreasonable appeal to some emotion that completes the bargain.

Every one of us can look about his home and see many a thing that was bought because it happened to be needed and because for some other reasons the purchase seemed appropriate.

FOR INSTANCE, ANALYZE YOUR OWN POSSESSIONS

Your Victrola (or your piano, or your xylophone)—was not it purchased at Christmas time and was there not a surprise for some member of your family when the van backed up to your door?

Where did you get your watch, when did you get it, why did you

get it? Chances are it was a gift. How many men do you know (that a woman should do it is unthinkable) who coldly resolved that they needed a watch and straightaway went forth and bought one? You probably know more men who have bought watches for somebody else.

If you own a coffee percolator, it's one to two that it entered your house on a birthday, perhaps as a wedding gift or at least with some little halo of sentiment that will serve to make you remember just why you did buy it.

In the "Legend of Leonora," J. M. Barrie's newest comedy, we see a mother laughing and crying over the fact that her schoolboy son has asked that she buy him a razor, and a stranger seriously begs the privilege of picking it out.

It should not be necessary to multiply examples to prove that sentiment carries the intelligent end of the tape when the prospect of many a purchase is surveyed.

Now how can we fellows whose business it is to help the sale of goods through advertising capitalize this beautiful human trait and turn it to commercial advantage?

Just because folks buy things on sentiment doesn't argue for a minute that you can sell things by sentiment.

Any number of cases might be cited right here to show how certain ones, careless of the delicate shades of meaning that may live between two prepositions, have tried to sell goods by sentiment created especially for the purpose.

VARIOUS BRANDS OF SENTIMENT

The trouble is that each person whom we are trying to sell has his own particular brand of sentiment. Some men's voices husk up when they talk about their wives and families. Other men are moved only when considering the terrible struggles of their early youth. A third class will almost shed tears at evidence of some one sincerely trying to help them out in the solution of some vexing problem, and a fourth—but all this classifying you can do for your-

self. The fact remains that to arouse the deeper feelings of different people we must know these people or their types.

The poet, of course, is a specialist. So is the sentimental novelist and playwright. These people do very little else but saw across the heartstrings with mawkishly rosined pencils. But a copy-writer who has to track through miles of factories, break out with exclamations of wonder at the dulllest-looking mechanical processes and nod understandingly when the intricacies of a cost system are unfolded, *he* can't cultivate the fine frenzy of a poet. He has to keep a board of directors in a favorable frame of mind and bawl out an engraver for supplying shallow cuts. It's no job for a poet.

The poet's job is easy. All he has to do is to make your voice catch as you read aloud or to wring a tear out of you that you wouldn't let your wife see for worlds. In writing his stuff, he doesn't have to consider such things as "influencing the dealer" (Oh! most potent phrase) and after he has made your heart throb he is through. He doesn't have to make you hold his lyric to the light and look for the water-mark or insist on seeing the trade-mark on the selvage of his sonnet.

IT SLIPS IN BY ACCIDENT SOMETIMES

Yet sentiment has been used in advertising with notable success. Often quite accidentally, it slips into your illustration and makes your finished proof almost an apotheosis of the original sketch.

On the other hand, getting a deliberately planned sentimental touch into a picture sometimes presents obstacles difficult to foresee.

"I am hanged if I am going to try to look affectionately at that kid," a professional "man-model" said to me one trying day in a studio after an angelic-looking little child model had roguishly knocked his watch off a table where he had placed it. "Dandle her on my knees and try to look like a fond father, indeed. If

she were mine I'd cripple her."

For your sentiment really to "get across" you must feel it yourself when you write it, or your artist must feel it when he draws it. Showing a floor-mop against a background of the nondescript vegetation that passes in the advertising pages for holly leaves may go a long way towards putting a little Christmas spirit into the magazine page scheduled for December—out November 10—but there are no figures to prove that it does. The way perfectly good borders are messed up with mistletoe around Christmas time surely can't go a long way toward putting everyday merchandise into Kris Kringle's bat-bag. For a real touch of sentiment in copy, look up one of the Hallet & Davis Virtuolo Piano advertisements of about eighteen months ago—if you can find one. I can't put my hands on one anywhere, but they were full of the sensuous perturbations. Here is a specimen from memory:

HIS VERSION OF VIRTUOLO COPY

The advertisement starts with some such phrase as "From a Virtuolo User" and beneath that caption offers to give the name of the copy-writer on request. Then the text begins to pulsate somewhat in this fashion,

"I came home last night without my customary bun, feeling like someone had slugged me with a stocking full of kraut. Dinner wasn't ready, so I surged into the library and began to kick our Virtuolo piano; I was too mad to fool with the stops or to even see whether there was a roll of music in the instrument. I tried to break the thing.

"I played by instinct.

"The music was 'Old Black Joe.' It soothed me, calmed me, sustained me. I seemed to see the dear old Southern cotton-fields and the rows of happy darkies sweating as they sang. I stared into the past and there, struck in upon the line-drawing of the piano, appeared a phantom vizzette of Old Black Joe himself.

"My wife called me and I arose, weeping silently. My soul was at

peace. I felt gratified, ratified, stratified. The Virtuolo had done it. Clip and mail the coupon to-day."

Possibly this is not verbatim, but it shows how the emotional writer leads up to his effects:

THE TRUE AND FALSE

Sentiment is not sentimentality. Let writers 'ware the mistake of thinking it is. Sentimentality is what you get when you try to call up an emotion and don't know the number. Sentiment can make itself felt without a pretty girl. Sentiment needs no kiss, no mush, no masculine arms around a feminine waist. In copy it is just a high degree of artistic or intellectual feeling that gets you closer to the heart of the reader. Burke calls it the unbought grace of life. The Traveler's Life Insurance man knows how to use it. And have you seen what the fellow who is writing copy for the Sharples Milker is doing?

He does not write jejune of his milking apparatus but tells a very human story about the people who use it. The headline, "Why Dave Stayed on His Father's Farm," will ring every heart 'phone on the agricultural party line.

Milking drives more boys off the farm than any other one thing. The boy who has to milk always smells like milk. His shoes are greasy with it. His clothes proclaim his calling. His hands develop unlovely characteristics. He cannot get up late any morning, and he cannot be behind time a single afternoon but those infernal cows are lowering away, insisting that he come and milk them. Absence from home for a solitary day means the

necessity for the most elaborate arrangements for getting his milking done vicariously. There are no udder holidays.

The Sharples copy-writer knows these things. Wherever and however he learned them deponent sayeth not, but he plays on them.

He knows the trials of dairying as a piper knows his life. He governs the stops with his finger and sounds what tune he pleases.

If you can sell milking machines by measuring every paragraph of your copy by the depth of sentiment from which it proceeds—where are you going to draw the line?

Is there sentiment in the Big Ben advertising?

Why, Big Ben from the start was a sentient being. Just suppose they had called him Alarmo? Speaking of names, a manufacturer discussing a name for his product recently asked, "Why

Why Dave stayed on his father's farm



OLD MAN HICKS, the dairy farmer, had a herd of mighty fine cows. He also had a son named Dave who thought milking a pretty tough job, and who imagined he was getting weak-handed and on the way to milker's paralysis. So he laid down on the job and the old man had to milk all the kickers and fussy bovines.

Then one day Hicks, Sr., saw the light. He installed a

SHARPLES MILKER

That was four years ago and ever since, twice a day, the herd has been machine-milked, the butters and heavy producers given down without being chained, and Dave's doing the work formerly done by Dad and two husky hand hands.

Long ago the son forgot paralysis in standing by and watching the test cop with the upward agonize get heavy's milk. When she permits in jolting 30 pounds of feed, the machine sticks to her and gets all of it. There are no finger nails gouging out a bit of test or scratching her sides. She's not down at knee-deep's knees by. She no longer holds up her milk, for the machine does what human hands can't do—draws the milk interminably with a working massage motion, driving the blood up and the milk down. And heavy knows that's how she ought to be milked.

Dave's now clamoring for a bigger dairy and another machine. The only way to save the hour or more

saved at each end of the day is to put in more cows and increase the size of Dad's hand mil.

Ash Old Man Hicks what the SHARPLES MILKER is and does. He'll say it's a clean milker-rotter and a hold-on-on instead of drive-off-the-dairies proposition. He never has the least trouble in getting and keeping capable help. While Dave holds down the job, Hicks now has time to attend nearby farm, excursions, events, and—what he seldom did in the old grand-early-dill-late days—go to movies with Mrs. Hicks and mix with the neighbors and discuss politics and ways and means. "The job's on heavy those days," declares Hicks.

The same catalog that put Hicks in touch with the SHARPLES MILKER and property is at your disposal. Why not ask for your copy?

The Sharples Separator Company

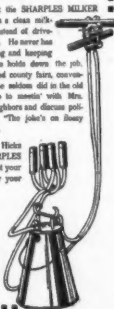
West Chester, Pa.

Chicago, Ill.
Dallas, Texas
Minneapolis, Minn.

Kansas City, Mo.
San Francisco, Cal.
San Francisco, Cal.

Portland, Ore.
Omaha, Neb.
Washington, D.C.

Agencies Everywhere



SHARPLES KNOWS HOW TO USE A SENTIMENTAL APPEAL GENUINELY

does a name have to mean anything anyway? What has Big Ben to do with clocks?"

WHAT IS THE RECIPE?

Now, if this article is to be in the least constructive it must tell how to get the touch of sentiment into your copy. There is no formula for this unless great suffering is the formula for great sympathy. It takes sympathy to write copy that contains the magic of sentiment. This does not mean the sympathy that says "Oh, that is too bad," nor the sympathy that snuffles when Little Eva dies. Unless you can feel with a person you cannot feel for a person. The dramatic instinct that sees beforehand the result on the audience of Little Eva's death is the true sympathy—not the surreptitious dabbling with a handkerchief in the gallery.

This instinct created Velvet Joe, undoubtedly the most sympathetic "lead" that Velvet has ever had. The Henri Nestlé caption, "The Dangerous Business of Being a Baby," is so much softer and so much sweeter than "Six Million Babies Die Yearly" or something of the sort. The first copy that accompanied the Community Silverware — Coles Phillips' drawings—had a touch of sentiment as genuine as it was general in its appeal, and this has latterly given way to a mixture of sentimentality and smartness. Please note this is a talk on sentiment in copy and not a discussion of the comparative merits of any class of advertising. Thus do I cover my tracks through the Community.

Two pictures, both showing a mother and child, were under consideration recently and the reason for the selection of one and the rejection of the other was: "This is a picture of a woman and a child, but this (the one accepted) is a picture of *the* mother and child."

If judgments of this sort continue, if the keen eye to the heart-appeal in copy works along to its logical conclusion, how soon may we not expect to see in our art galleries such pictures as the Red-

fern Venus and the Madonna of the Nursing Bottle?

Still the question—how shall you get sentiment into your copy?—has not been answered. Here is a suggestion. Read J. M. Barrie and Wm. J. Locke. The marvelous artistry of these masters will convince you that the task is hopeless. Your soul will sink into black despair at the very contemplation of rivaling these men. And out of the depths of your despair will be born a sympathy with all who suffer. First will come a light out of darkness, then a peace out of pain. Into the wells of your despair you can plunge the bucket of your inspiration and it will come up brimming with the kind of sentiment that makes advertising felt.

Localized Cigarette Coupons Now

The Liggett & Meyers Tobacco Company, of New York, is putting out a 25-cent domestic cigarette called "Vafiadis" in which is packed a book of five so-called "coupons de luxe," which have a face value of one dollar a hundred.

When the smoker has gathered a supply of the coupons he can send them to Liggett & Meyers, who in turn will send him a purchasing order on local merchants. Tissue slips telling of those local merchants who will accept the purchase order are packed with each box, the announcements naturally differing with the city. In New York and vicinity the slips list Lord & Taylor, J. & J. Slater, Budd, Warendorf, Mark Cross, Dunlap & Co., and Maillard's.

President of James Butler Corporation Dies

Thomas Butler, president of the James Butler Corporation, New York, which operates 235 grocery stores, died May 4 at his home in Glen Cove, L. I.

Mr. Butler, who was 48 years old, became associated with his cousin, James Butler, founder of the James Butler Stores, and afterward succeeded him as president of the corporation.

Newmark Leaves Oakland Motor Car Co.

J. H. Newmark has resigned as advertising manager of the Oakland Motor Car Company, Pontiac, Mich. His service with that company covered a period of five and one-half years. George E. Daniels, vice-president and general manager of the Oakland Motor Car Company, also recently resigned.

*These folders show
the buying power back of
Southern Farming!*

Have you
received
your
set?



THEY tell all about the possibilities of the prosperous Southern farm market and the complete story regarding the farm weekly for the whole South: SOUTHERN FARMING, what it is, why it is different, and why it is read by none but the best farmers. Southern Farming reaches 75,000 live, thinking farmers in the South, who are applying the same progressive methods that have made the Northern and Western farmers so prosperous.

We'll gladly send this series of booklets, also sample copies of Southern Farming, if you would like them. Address nearest office

ORANGE JUDD COMPANY, Publishers

HEADQUARTERS, 315 Fourth Avenue, New York.
Southern Office, 909 Candler Building., Atlanta, Georgia.

1518-1526 Michigan Blvd. Building
Chicago, Ill.

Sixth Floor, Oncida Building
Minneapolis, Minn.

Myrick Building
Springfield, Mass.

Think of Wheat and You Think of Wealth

That Kansas City is the largest primary winter wheat market in the world reflects not only the wealth of Kansas City, but the prosperity of the entire Southwest.

Conditions this spring indicate the greatest wheat crop in the history of the Southwest. Here is a statement of the present acreage and prospective yield:

Kansas	8,500,000 acres	140,000,000 bushels
Missouri	2,585,000 "	45,000,000 "
Nebraska	3,600,000 "	65,000,000 "
Oklahoma	2,500,000 "	40,000,000 "

The pre-eminence of Kansas City as a wheat market was one of the big facts contributing to its choice as a Reserve Bank Center and to the willingness of the railroads to invest 50 million dollars in Kansas City's new Union Station.

As a market for anything that people wear or eat or play with, Kansas City is a field of practically unlimited possibilities—not only because of its wealth but because of the unique advertising situation it presents. No other city anywhere is covered so thoroughly by one newspaper.

The Star reaches literally everybody in Kansas City and 100,000 prosperous homes in the surrounding territory. And its advertising rate per thousand circulation is the lowest in America.

The Kansas City Star

190,000 Copies Morning, Evening, Sunday—
330,000 Copies Weekly

Making the Ad Go the Rounds

How a Technical Advertiser Planned His Copy So an Advertisement Would Be Passed Along—Circumventing the "Penny-Wise-Pound-Foolish" Purchasing Agent

By R. C. Moore

Adv. Mgr., Graton & Knight Mfg. Co.,
Worcester, Mass.

IN a recent issue of PRINTERS' INK, F. E. Wing, treasurer of the L. S. Starrett Company, tool-maker of Athol, Mass., called attention to the tendency of the technical press to cultivate readers of greater buying power, in preference to the man in the shop. And while this trend toward quality in circulation is a great thing for the advertiser, it has, nevertheless, created the problem of reaching the man lower down, who, while not the actual buyer, is deeply interested in what kind of material is used, and whose endorsement quite often decides the purchase.

To illustrate, let us take this company's problem of selling a superior grade of belting in competition with many lines which look just as good from the purchasing agent's point of view, but which in the long run are far more expensive. The average purchasing agent is immune from all argument; he buys largely on his own judgment. He wants belting that will satisfy the shop, but it must make a good showing for him. If he is able to report that he has purchased two hundred feet of seven-inch, two-ply belting for 20 cents a foot less than the last belting bought, a feather goes in his cap. How much more of the cheaper belting is required during the year, or how many shop breakdowns result from the "economy" does not show up on the report.

So it is up to our advertising to bring pressure to bear on the purchasing department from the belt man of the shop, or from the man who is interested in keeping down operating costs. If we can inter-

est both, why, so much the better. This holds true with every technical advertiser making a quality product which must be sold on invisible merit; where the talking-points cannot be proved except by actual shop tests, so here is how we solved our problem.

We knew that there were many shops where the technical papers were passed along by the superintendent or factory manager to the different foremen. Quite often slips listing the different department heads were pasted on the publications. After the paper was read by succeeding individuals each checked his name, and passed the paper on to the man next on the list. Other factory managers penciled special pages, which they wished their different subordinates to read, noting the page and the man's initials on the cover. Others tore articles and ads out and sent them down to the shop with memos explaining their value. But in most cases the paper was read by the subscriber and then laid aside, *unless it contained something which demanded a reading by the subordinate.*

This "something" might be an article which would result in cutting costs somewhere in the factory; a suggestion that looked to the superintendent as being well worth adopting in some department of the shop, *or it might be our advertisement!* All that was required to induce the superintendent to pass the ad along to the foreman, engineer, or whoever it was who had charge of the belting, was the right kind of copy.

COPY THAT TURNED THE TRICK

But what was the "right kind of copy"? Here we struck a snag. Copy which bragged about our belting by saying it was better than any other belting wouldn't do it; copy which showed how our belting was made might do it, but it lacked the "cost-cutting" feature which has proved most effective in getting under the skin of the technical buyer. Where, then, could we get the "cue" for the right kind of copy?

We found the answer in the editorial pages of the technical pa-

Educational Talks on Leather Belting.

Proper Installation of Belting

The proper installation of belting is just as fundamental to transmission efficiency as the proper selection of weight, quality and thickness. Maximum service may be obtained from belting by following certain general and long established rules.

First—Be sure pulleys are in line, and shafts parallel.

Probably more belting is ruined by improperly fitted shafting and pulleys than by any other cause. Belts operating under such conditions are often kept on the pulleys by guides. They sometimes rub against hangers or portions of machines. As a result a lap starts open, the belt catches and tears. If no such accident happens, the belt usually stretches excessively on one edge. Belts so stretched will not run straight and are apt to run off the pulleys and become torn or otherwise damaged.

Foot—If a belt clings to one side of the pulleys look for trouble in the shafting. Turn the belt around, and if it still clings to the same side of the pulley you have proved that the shafting is out of line.

Remember that because shafting was once in line it does not follow that it stays so indefinitely.

Second—Avoid putting on belts too tight.

When belts operate too tightly the leather is overstrained and injured. There is excessive friction at the bearings with a consequent loss of power. If belts run too loosely, they are likely to slip around and jump from the pulleys, especially where loads are intermittent or suddenly applied.

The slacker a belt can be run and transmit the required power without slipping, the greater the economy of the drive.

While we have offered above only a few general suggestions about the proper installation of belting, we wish to emphasize the importance of this point in securing an efficient drive. In the case of special drives, the details must be analyzed and the best belt secured. Our Engineering Department will gladly investigate any drive and recommend the proper belting and installation.

Our "Belting Manual," fresh from the press, contains ninety pages of useful mechanical rules and valuable information about belting, and its proper installation, selection, and care. A copy will be sent you gratis on request.

Subject for next month—"The Care of Belting."

THE GRATON & KNIGHT MFG. CO.

Oak Leather Tanners and Belt Makers

WORCESTER

MASS., U. S. A.

COPY PREPARED ALONG EDITORIAL LINES

pers. Why not prepare an ad which would be similar to an article which might be published by the paper on "How to Make the Belting Dollars Go the Farthest"? Why not get business by helping the man who is responsible for the satisfactory condition of the belting in the shop? Why not tell this responsible party how he can care for his belts and make them last longer? Why not tell him how to install a belt properly; how to judge a good piece of belting when he sees it? In short, why not have our transmission engineers prepare a series of articles on belting which every superintendent or factory manager would read with the same interest as he would the editorial section, and then, after reading it, say to himself: "By Jimminy, that's good stuff! I will pass it along to our officer. Maybe after reading it we

won't have so much trouble with our belts and he can put a stop to so many breakdowns." And we did.

"Fine," you say, "for the readers, but where do you get off?" Just here. If we can plant in a man's mind a few truths about belting we automatically shut out a lot of "just-as-good" competition. We were more than willing to spend the money to accomplish that alone, but we didn't have to. Our plan takes care of turning this interest into orders. And we do it through our "Belting Manual."

The "Belting Manual" is something that anyone who has to do with the care of belts finds indispensable. A modest, pocket-size reference book, securely bound in order to stand hard usage, it is brimful of little tricks of the trade, and other information that every belt man wants to know. It shows the different ways of lacing a belt, how transmission lines and countershafting can be arranged so as to lessen the wear and tear on the belt, gives simplified tables for computing belt lengths and similar information. Tucked away in the back is a little talk about how our belts are made, and a page or two of prices. The belt user who reads this 100-page book for a text-book becomes a booster for "G. & K." belting. He will realize that the best belting is always the cheapest, and if the purchasing department sends down a "just-as-good" brand which he is not familiar with or which does not measure up to our definition of durable belting, there will be trouble in camp.

The editor of PRINTERS' INK, in asking me to outline our plan for



Are small ads read?
Here's the answer:-

Figuring the total advertising space in an average issue of the American Machinist this sixteenth-page advertisement claimed about 1/2500 of the paper's attention value.

Yet it produced results—direct, tangible, traceable results.

Run every week during 1913, fifty inquiries resulted and orders amounting to \$270.07.

And the treasurer of the C. J. Root Company writes: "If unkeyed replies should be equally credited to all our advertising mediums, there should be added to the above figures one-half."

American Machinist

It must be remembered that these orders in most cases were first orders; they were entering levers—from which ultimately a far greater amount of business is expected.

Whether you use a double-page a week or a sixteenth page the American Machinist will bring you results in pro-

portion to your expenditure and the nature of the product you offer.

If you have an article used in the machine-making field, ask our Make-It-Pay Department to submit a plan and copy.

There is neither expense nor obligation attached to this service.

Hill Publishing Co., 505 Pearl Street, New York

**Also Publishers of the Engineering and Mining Journal
Engineering News, American Machinist and Coal Age**

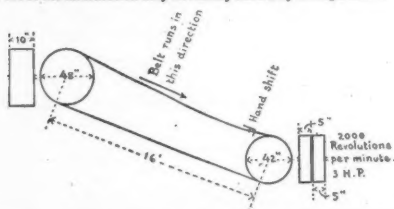


To Get the Best Belt for Special Conditions

NOTE: The following questions are compiled particularly for the use of those who need belts for special or unusual conditions. The information requested is of vital importance to us in determining the proper belt to furnish for the conditions existing.

1. What does the belt drive?
2. Distance centre to centre of shafts?
3. Diameter and width of driving pulley?
4. Diameter and width of driven pulley?
5. Revolutions per minute of receiving pulley?
6. Least and greatest horse power the belt is expected to transmit?
7. State if any special conditions exist, such as hand or automatic shipper, Idler, Flange Pulleys, Taper Cone Pulleys, Step Cone Pulleys?
8. Is belt subject to heat, dampness, steam, oil, or acid fumes?
9. Was previous belt single or double, and what grade?
10. How were the ends fastened?
11. How long did it run?
12. What was its final condition, as indicating why it failed?

Part of the information may be readily shown by a rough sketch



Neptune and Spartan Belting for damp and wet places

PRACTICAL INFORMATION FOR BELT PURCHASER, WHICH
WILL LEAD TO SALES OF HIGH-PRICED BELTING

the benefit of other technical advertisers, asked me particularly to tell how our salesmen took to the idea. He wondered if they frowned upon this long-distance advertising, preferring the inquiry-bringing ad which puts a batch of new prospects in their hands every morning, and saves them door-to-door canvassing which so many salesmen object to. So I wrote to several of our salesmen—we have about eighty on the road—and asked their opinions.

With two exceptions, all heartily endorsed our plan. And while it is a little early yet to get an accurate line on actual sales, a general easing up in the difficulties of sell-

ing is in evidence. This was brought out by the many letters which said the men noticed they received a more cordial reception when their cards were sent in to the purchasing agents. T. F. Brady, one of our men, said: "There seems to be a growing inclination in some quarters to let us figure on belting, which was absent before."

The story form of our copy appealed strongly to most of the salesmen. For instance, R. H. Chatham, of our Dallas office, wrote: "I have been calling on the lumber trade for the past two months, and all are enthusiastic over the step. Personally, I think it exceptionally good, as it leaves a lasting impression and makes the man in the shop look forward to the next instalment."

What made the biggest "hit" was the idea of planning the copy with an eye on the practical man. The salesman had found out from bitter

experience the difficulty of interesting a price-biased purchasing agent without any help from the man who had to shoulder the blame for the breakdowns and troubles that always result from poor belting.

But there seems to be a doubt among some of the salesmen; a fear that the advertising is intended to supplant their efforts. Many of them do not understand the proper relation of the two, so ably explained by O. C. Harn in a recent issue of *PRINTERS' INK*. For instance, one man wrote: "Your work has done some good, but it takes something else besides advertising to sell our belting."

Others thought the money might be spent to better purposes, but those were isolated instances. The general opinion was: "Great, the more of the time-consuming educational work you can lift from our shoulders, the more time we will have for closing sales."

Getting the salesmen's suggestions as to the list of trade and technical papers we would use appealed to these fellows. The men are keen observers of what papers their customers read, and while their judgment is apt to be influenced by their personal likes and dislikes, we found their suggestions very helpful. And, what was more important, when a salesman saw the paper he had recommended on the list he took a good deal more interest in the advertising.

To illustrate this, we have one man who went so far as to pick up the papers he was interested in and open them to our ad, wherever he found them. After finding the ad he would lay the paper

face down on the table. Nearly everybody who came into the room picked the book up, looked at the ad and then laid it carefully down again, with our ad ready for the next inquisitive person. This salesman told me that he has seen a great many men come in and read our ad, when a journal was opened this way, each man replacing the paper so as not "to lose the place." He liked to do it because it helped in making friends, because when he told a man he was with Graton & Knight, and it happened that he had been in a reading-room and picked the journal up, he knew all about Graton & Knight and what they made. And the salesman did this because he was interested. He had been taken into our confidence and his interest in the campaign resulted.

The list of journals we eventually selected included the *American Lumberman*, *American Machinist*, *Iron Age*, *Machinery*, *Southern Lumberman*, *Sugar*, *Manufacturers' Record*, *Paper*

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

Trade Journal, Power, Practical Engineer, Southern Engineer. Textile World Record, Textile Manufacturers Journal.

Additional Members of the Advertising Audit Association

SINCE PRINTERS' INK published the first list of members of the Advertising Audit Association and Bureau of Verified Circulation, on April 23, the following have become members:

NEWSPAPERS

*Argus, Rock Island, Ill.
Argus, Owosso, Mich.
Call and Post, San Francisco.
Examiner, San Francisco.
Eagle, Wichita, Kansas.
Free Press, Detroit.
Gazette, Emporia, Kansas.
Gazette, Waukegan, Ill.
Headlight, Pittsburg, Kansas.
Herald, Los Angeles.
Herald, Syracuse, N. Y.
Journal, Detroit.
Journal, Elizabeth, N. J.
Journal-Gazette, Ft. Wayne, Ind.
Journal and Herald, Dayton, O.
Journal, Lewiston, Maine.
Journal, Portland, Oregon.
Journal, Sioux City, Iowa.
Journal, Syracuse, N. Y.
Ledger, Birmingham, Ala.
Ledger-Dispatch, Norfolk, Va.
Messenger, Marshall, Texas.
News, Detroit.
News, Jackson, Miss.
News, Reading, Pa.
Oregonian, Portland, Oregon.
Record-Herald, Wausau, Wis.
Record, Fort Worth, Texas.
Star-Times & Weekly Star, Kansas City, Mo.
Sun, Baltimore.
Telegraph, Harrisburg, Pa.
Telegram-Times, Reading, Pa.
Times-Herald, Dallas, Texas.
Times, Pawtucket, R. I.
Times-Union, Jacksonville, Fla.
Tribune, Coshocton, Ohio.
Tribune, Detroit.
Tribune, Hastings, Neb.
Tribune, New York.
Tribune, Salt Lake City, Utah.
Union, Springfield, Mass.
Whig, Quincy, Ill.*

CANADA NEWSPAPERS

World, Vancouver, B. C.

ADVERTISING AGENTS

*N. W. Aver & Son, Philadelphia.
Otto J. Koch, Adv. Agency, Milwaukee.*

FARM PAPERS

Farm & Home, San Francisco.

MAGAZINES

Needlecraft, New York.

CLASS, TRADE AND TECHNICAL PUBLICATIONS

*American Machinist, New York.
American Paint & Oil Dealer, St. Louis.
Auto Review, St. Louis.*

*Boot & Shoe Recorder, Boston.
Coal Age, New York.
Dry Goods Reporter, Chicago.
Engineering & Mining Journal, New York.
Engineering News, New York.
Power, New York.
Railway Age Gazette, Mechanical Edition, New York.
Railway Electric Engineer, Chicago.
Telephony, Chicago.
The Signal Engineer, Chicago.*

The convention to organize permanently the Audit Association has been called for May 20 and 21 at the Hotel La Salle, Chicago.

Russell R. Whitman, managing director of the association, announces that the \$100,000 annual fund to carry on the work of the association has been raised and will probably reach \$110,000 by May 20.

Poor Richard Club Visits Burpee

The Poor Richard Club, of Philadelphia, held recent'y a three-mile hike to "Fordhook," Doylestown, Pa., the country place of W. Atlee Burpee, head of the Burpee Seed House, where 53 members and guests were entertained. The hike was led by Scottish bagpipers, who proved a feature of the outing.

The party left the Reading Terminal in a special car about 2 o'clock in the afternoon. The train stopped at Burpee's Crossing, near Doylestown. There the party donned linen dusters, broad-rimmed straw hats and red bandanna handkerchiefs. Headed by the Kilties Band in their Highland costume, the members and guests trudged the three hot and dusty miles to Mr. Burpee's residence. Upon their arrival a country dinner was served.

The evening was spent in speech-making and songs composed especially for the occasion, and the hit of the evening was a self laudatory song by the party, entitled "We Are Advertisers," to the music of "Onward, Christian Soldiers." The chorus of the song, which gave the key to the whole spirit of the occasion, ran:

"We are advertisers,
Doers, doing, done;
But we're all united
When we're out for fun."

Neilly Back With United Drug Company

W. C. Neilly, formerly advertising manager of the United Drug Company, has re-entered the company's employ. He will have charge of exhibition and promotion work.

The Eastern Steamship Company's account is now being placed by the Boston News Bureau. A selected list of magazines has been added to the regular newspaper list.

Popularity

Are you popular? It remains to ask "With whom?" Mere popularity is meaningless, or it may be the reverse of a compliment. The important thing is—who is it that thinks well of you?

At the very least we are popular with our *clients*—and it would seem, with those publishers and other advertising factors who appreciate direct, clean, unequivocal dealing.

If you, who read this, entertain any notion of employing us, we should think this kind of popularity sufficient.

F. Wallis Armstrong Company
Philadelphia

If it's Electrical



advertise it in the

Electrical World

If you are not sure that this great publication can influence the very men who would be interested in your proposition

read this letter

The Appeal and the Response

It shows how the Electrical World permeates and dominates the whole industry. It shows how an advertiser secured

**286 inquiries and 77 direct orders from
an advertising investment of \$344**

Note particularly the response
from those who buy for re-sale.

No matter what classes in the electrical industry you must influence in order to sell your product (anything from an electric toaster to a turbine) the Electrical World should be your first choice. All that is within the scope of the electrical industry is within the scope of the Electrical World's influence.

Read the letter opposite. Then write us for a brief on the possibilities of your product in this fertile field.

McGraw Publishing Co., Inc., 239 West 39th St., New York
Electric Railway Journal Electrical World Engineering Record
Metallurgical & Chemical Engineering

THE MULTI-LUX ILLUMINATING CO.

General Offices and Factory

6712 Union Avenue

CLEVELAND

April 30, 1917.

Electrical World,
New York, N. Y.

Gentlemen:-

Your Mr. Hobson, of the Chicago office, called on us last week, and the writer together with Mr. Hobson, went over the replies we have received from the advertising we have placed with your paper to date.

I was always under the impression that the Electrical World was a good factor with industrial plants, street railways, and central stations; therefore, the following statistics may astonish you as they did me, in the number of inquiries we have received from dealers, contractors, jobbers, and miscellaneous assortment that we did not expect to reach through your publication. We found that we have received a total of 286 replies which have resulted in 77 orders to date. Included in these 77, 31 orders which were sent us without price being stipulated, and classifying the replies, we have as follows:-

Central Stations	26
Contractors and dealers	81
Jobbers	41
Industrial Plants	23
Street railways	3
Steam railways	3
Architects	7
Isolated Plants	29
Public Building	10
Electrical Engineers	5
Stores	19
Telegraph and Telephone Co's	1
Electric Manufacturers	19
Colleges	3
National and State Governments	3
Canada	2
Europe	6
Unidentified	5
Total	286

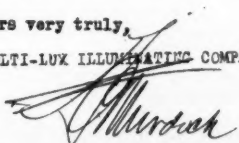
We furnished Mr. Hobson with a list representing some of the largest companies who replied and the date of the inquiry in order that you could appreciate the real worth of these inquiries.

There is one unfortunate part of this affair and that is the results we have obtained from your publication have caused us to depreciate the value of the other publications we have been advertising in, to such an extent that we have decided to concentrate our efforts in the Electrical World and as per our last letter, we have increased our space accordingly.

Now we do not intend to let our enthusiasm carry us too far, yet we are pleased to tell Mr. Hobson that we have decided to increase our space, as we appreciate the many compliments extended by him and his company. And we also take this opportunity to thank you for the courtesy extended by the various departments in your organization.

Yours very truly,

THE MULTI-LUX ILLUMINATING COMPANY.


Secty. and Sales Manager.

The Reign of Prosperity in the South

After the roar of the Civil War had died away, broad acres of Southern farms were left with no hands to till them. Men found their big farms a liability rather than an asset.

Enough farm labor could not be hired. Then, Necessity, as usual, became the Mother of Invention.

The era of farm machinery began. The thresher took the place of the flail. Peanut pickers did what it once required a hundred singing darkies to accomplish.

In some sections, the riding planters and cultivators superseded the old style behind which the negroes used to toil.

Here and there giant tractors, with large horse-power, tore open the bosom of Mother Earth, and made perfect seed beds—doing in a fraction of the time tasks which once required many hands and mules.

Farm papers sprang up to spread the gospel of better farm-

ing. They became the trade-papers of 77 per cent of the population of the South.

Men learned by reading them how to make their acres yield more. The South twice broke the world's record for corn yields per acre.

The farmer's investment in hundreds of acres of farm lands has become again a splendid investment that pays big dividends—an investment that is increasing in value all the time.

Prosperity has just resumed her reign in the South. Business is excellent. Manufacturers should lose no time in getting a foothold on the South—and on the trade of the Southern farmer, which is the biggest part of the South.

These Southern farm papers—reaching nearly three-quarters of a million Southern farm homes of the very highest class—can reach and sell goods to the class of people most manufacturers want as customers.

"All the Farm Papers You Need to Cover the South"

A Combined Circulation of 681,072

The Southern Agriculturist
Nashville, Tenn.

The Southern Ruralist
Atlanta, Ga.

Southern Farming
Atlanta, Ga.

Modern Farming
New Orleans, La.

The Southern Planter
Richmond, Va.

The Progressive Farmer
Birmingham, Raleigh,
Memphis, Dallas

Cashing In on Competitor's Errors of Policy

An Executive with a Gift for Quick Application of Principles of House-Policy Turns a Competitor's Thrust Into a Boomerang—Capitalizing Your Good-Will in the Trade at Critical Moments

By Edgar Pacemaker

THERE'S often a screw loose in the other man's business policies, but we too frequently forget to capitalize our knowledge of it at moments of high competitive pressure.

The general conference idea has obsessed many modern companies at times when one-man thinking has been needed. Just as the catcher is paid to know the weakness of opposing batters, signal the pitcher what to give him, and at the same time tell the infield and outfield how to play for the batter, an alert executive can detect policy weaknesses and arrange his forces to take advantage of these.

Our terms are strictly one per cent ten, thirty days net, f. o. b. Detroit. Our largest competitor is only three blocks from us and his terms are identical. The first indication that our more aggressive merchandizing was getting under his hide came two years ago when we were shown proof positive that he had allowed delivery to a New Orleans jobber.

Up to that time his only deviation from the standard practices in our industry could be explained by adjustment of mistakes, slight differences in products or arrangements which had existed since the Ark.

We didn't know just what to do, so we wisely did nothing and only lost that account.

A few months later we lost a Denver jobber via the same route and found on investigation that the same salesman was responsible, but that he had not granted delivery to any other customers in either New Orleans or Denver.

The profit margin in our lines will not allow delivery as a uniform practice, yet we were human

enough not to enjoy seeing good accounts dropped from our books even when we knew it wasn't profitable to the other fellow.

I was particularly sore about it and when I got a hot letter from our star Middle-Western man asking what we thought he was going to do when we wouldn't let him meet the competition of an admittedly standard competitor, I went into the president's office and told him that I didn't mind sitting on the fence, but that I would like to know which side I was due to land on.

The outcome was our decision not to grant delivery and it was up to me to find the way out.

LETTING THE FLAW DEVELOP ITSELF

That night I coined the slogan, "We don't knock competitors, but we can't stop their knocking themselves."

The point is just this, policy is not something that shows up its strength or weakness on the surface. Your competitor's policy may be worse for his customers than inferior goods, but if you leave it for them to discover the fact you may be a rank outsider when the split comes.

The way we met the situation was to have our men, when suspicious that delivery had been given, say casually, "Why don't you give us more of your business this trip? You can buy our line as low as any standard competitors." This bait seldom failed to bring the desired result, and our explanation, "We don't knock competitors, but we can't stop them knocking themselves. If they've got as good a line as ours naturally they'd feel entitled to get the same prices. It isn't as though they were newcomers and had to offer you inducements to try their goods. When they offer their line for less than ours it's a pretty frank admission that they admit one of three things—that it isn't as good, isn't in as great demand, or that they can't sell it as well. You know costs have gone up, so there isn't any saving to be divided.

"The first sign of weakness in your competitor or mine is his

willingness to admit that he can't get standard prices for his goods.

"If you're looking for low-priced goods you can find half a dozen lines like ours that will give you delivery and an extra ten. Why don't you handle those for your customers who don't care about quality and ours for those who do?"

"Remember that when you're offered lower prices despite advanced costs it's a pretty out-and-out admission you've been overcharged before."

Purists may maintain that these are ungentlemanly tactics. My answer is that we turned the other cheek before they were adopted and that had we approached our competitor and tried to induce him to stop his price-cutting "restraint of trade" would have loomed large.

A CASE OF PRICE-CUTTING ATTENDED TO

Hardly had we cashed in on this competitor's mistake than a more insidious form of price-cutting came from our chief competitor in the South—a newly organized Galveston firm which had taken over an old-established business.

We had brought out a new product and launched it with the aid of good-sized space in the leading dailies east of the Rockies and were already getting repeat orders in Texas, when the Galveston firm copied the product so well that it was fully equal to ours.

We could raise no objection to this, as it was of a type that you can't expect to control, and as it listed at our price we really welcomed a newcomer to help focus dealers' attention to the innovation.

What we did object to was our competitor's policy when he found we'd established ourselves so firmly that it was hard work to get his line in at all.

In our lines only the littlest of the little fellows have ever used any bonus system; there isn't profit enough to make it sound business to start with, and except where justified by practice it cer-

tainly does distract salesmen's attention from selling goods on their merits.

When we had proof positive that our competitor was throwing in a dozen with every three dozen bought outright we also found that our repeats were coming in more slowly.

This time we found the way out by showing dealers that they were being made cat's-paws to get hot chestnuts—that for a temporary profit (we knew that cost would not permit the bonus as a permanent policy), they were carrying two identical lines, and we figured out for them the cost of doing this.

As a result dealers wrote the Galveston firm asking how long its 25 per cent bonus would continue, and on receiving evasive replies not only dropped this particular line in many cases, but certainly have looked with suspicion on its later additions.

COMPETITOR MEETS HIS FATE QUICKLY

Our success in capitalizing these two mistakes in competitors' policies is due to our learning that there is a difference between the times when it is advisable to give plenty of rope and let them hang themselves and when the evidence is sufficient to have any unbiased jury bring in a first-degree verdict.

Out on the Pacific Coast we have a very aggressive competitor who shut us out one spring by bringing out a special assortment which offered far greater retail value at a slightly increased price than we were prepared to meet.

We dispatched our assistant sales manager to handle the situation, and after a little thought he killed the innovation by proving to dealers that they were paying unnecessary freight on the extra weight, getting items whose slow sales would offset the quicker turnover due to reduced retail price and by giving their customers more than they had a right to expect for their money, creating distrust of their standard-priced lines and halving the normal

amount of "come-back-for-more" business.

GOOD-WILL COMES OUT OF COMPETITORS' MISTAKES

One by-product of our capitalization of competitors' mistakes has come through the increased respect in which we are held by the trade. While we have never taken any holier-than-thou attitude in pointing out how seemingly profit-bringing policies of competitors would work to their ultimate detriment, just the same the trade knows mighty well that we don't fail to look well ahead before launching any new policy or product.

Where even three years ago we would have felt all puffed up if a good-sized dealer asked our opinion of the policy of some non-competing line, it's now a very common thing to have salesmen write in asking us to drop some customer a confidential line on such a matter.

Of even greater value is the common practice of dealers, not tied up to us by any special bond of friendship or inside arrangement, to write us before going into any new sales-plan of our competitors. In a number of instances this has been our first advice of new tactics, and whether the competitor be large or small it keeps us on our toes and well abreast of the times.

We answer these letters just as we do complaints, absolutely on the level. If there is conspicuous evidence of defect we say so, if the idea or product is up to the standard we are just as frank.

In this way we know we are avoiding a policy mistake made by our Detroit friend who resented our method of capitalizing his freak grantings of delivery. He didn't wait to figure out a cold-hammered, argument-proof answer to our kindness in assisting him to adjust the noose, and seized on the fact that we had once stocked many a dealer with a product that was so bad that it reeked with its rottenness, boasting that they'd "played clean ball, but hanged if they'd stand for abuse."

We didn't have to answer this

mistaken show of poorly timed temper because our customers, who knew the liberal way we had handled the matter and liked us better for the open confession of our mistake, didn't stop with letting their feelings be known to our competitors but went out of the way to let us know they had better than forgotten the episode.

HE ANALYZES HIS POLICIES

I took advantage of my latest illness to analyze our policies to see how they could be expressed to anticipate just such breaks of our competitors. To my surprise I found that almost without exception they were defensive in nature and only to be trotted out to explain why we did *not* do certain things.

Carrying my investigation further, it became clear that even the broad platform of our relations with our trade was nothing to proclaim as intrinsically different from any reputable house and that it was our interpretation and application of our policies that enabled us to avoid competitors' errors.

In other words, the value of our policies was negligible until some competitor acted against our beliefs; in that event we could not only show where his plan was weak but where our methods were sound.

Last month the failure of our largest jobber-customer in the Mississippi Valley brought into being a firm composed of four of his highest-salaried men.

They were friendly towards us owing to their knowledge of our lines, which had been traditional favorites of their former house. Even such a state of mind was not proof against the offer of one of our standard competitors, who not only offered unlimited credit but a full year's time based on a stock order that would almost preclude the new firm handling any other make.

One of the boys wrote in to us asking whether we would meet the year terms offered and asked us to point out the nigger in the wood-pile if there was one.

The boys put in a whole day

with me when I answered their letter in person. They said they were getting offers of all kinds of inducements never offered the old house, although they realized that their standing was yet to be established and wanted to know the why of it and how to avoid costly mistakes at the start.

"You boys all know Smith & Pierce, of Hot Springs," I said. "They are the best account for you in Arkansas. Do you plan to offer them a year's time on their first bill?"

They were positive that they had no such plans. Pushed further they said the real reason was that if they did others would find it out and want the same terms. Soon they admitted that they didn't want the reputation of playing favorites, and that they didn't like to deal with houses that held auctions, giving one price to one and a better to another of the same class.

By noon they were so indignant at being insulted by the offer of a year's time and so convinced of the duplicity of such methods that they placed their initial order with me. That competitor has ceased to exist so far as they are concerned.

The rest of the day I gave gladly to testing each "inside and special" offered them in non-competing lines, so that from the start we are held in a different regard than any other source of supply they have.

Once in a decade your competitor is entitled to spring something radical, but it must be sound from every angle. Admit it, tell the trade you're going to copy it because it is for the good of the industry, give credit to the originators and you'll hold your friends and gain the respect of firms which have never given you an even break.

In the other ninety-and-nine cases construe "virtue is its own reward" into "because of our virtue our enemies have placed themselves in our hands in their false practices."

Then sally forth and with the right which makes might cash in on their policy mistakes.

Specials to Toronto

Up to May 5, 115 St. Louis ad men had registered for the Toronto Convention. They will travel in their own train. A strong committee of leading local ad men is working to double the delegation. The weekly meeting of the league on May 5 was given over to booming the Toronto convention. Among those who urged a big attendance from St. Louis were: Flint Garrison, George Walker, W. S. Gardner, James W. Booth, C. L. Grigg, Claude J. Potter, W. C. D'Arcy, C. W. Wessels and Roy B. Simpson. Invitations have been sent to ad clubs in the Southwest to meet in St. Louis and depart for Toronto with the St. Louis delegation.

The Pilgrim Publicity Association, of Boston, has chartered a special train for the conveyance of the advertising men to the Toronto convention. One hundred and fifty members of the P. P. A. will take the trip and several other cars have been added for advertising clubs in New England outside of Boston.

The "P. P. A. Special" leaves North Station, Boston, and travels over the B. & M. and Rutland Railroads to Toronto. Pilgrim headquarters will be at the King Edward Hotel in Toronto.

The Advertising Men's League of New York plans to arrive in Toronto on Sunday, June 21. The members will travel on a duplicate of the Twentieth Century Limited over the New York Central Lines. Eighty-five rooms have been engaged for the league at the King Edward Hotel.

J. I. Haynes New Advertising Manager

James I. Haynes, who has been a member of the copy staff of Deere & Co., Moline, Ill., for a number of years, is now advertising manager of the American Gas Machine Company, Albert Lea, Minn.

Charles E. May, who has had charge of the advertising of the American Gas Machine Company for the last four years, is now manager of the company's new export office in New York City.

Brown Succeeds Fanning at Fort Worth

J. Montgomery Brown, former advertising manager of The Fair Store, Fort Worth, Texas, has been appointed advertising manager of the Fort Worth *Record*, to succeed John C. Fanning. Mr. Fanning will hereafter devote his time to the John C. Fanning Advertising Agency.

Mory with Niagara Chocolate Company

Gordon Mory has been engaged by the Niagara Chocolate Company, Niagara Falls, N. Y., as its sales promotion manager.

Such features as these

are causing our weekly circulation increases

The Red Game of War *by Jack London*

The Young Draft to the Front
by James B. Connolly

The Double-Squeeze at Villa Borghese
by Henry Beach Needham

This Wagging World *by George Fitch*

Pickups of Sport *by Grantland Rice*

and other articles of varied interest in this week's issue. **ABROAD AT HOME**, by *Julian Street*, begins next week.

COLLIER'S

THE NATIONAL WEEKLY

H. G. Hammesfahr.

Advertising Manager

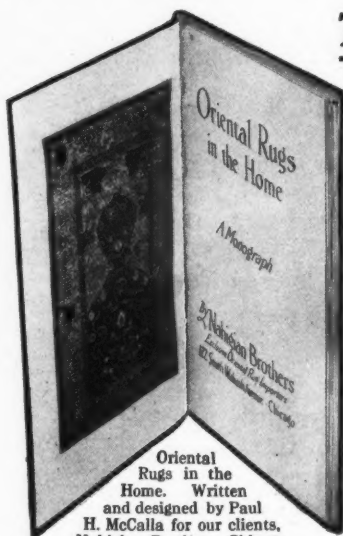
COLLIER'S CIRCULATION ISSUE OF MAY 2nd

Copies Printed - 757,000
Gross Cir. - - - 750,594
Net Cir. - - - 745,968
Net Paid - - - 737,811

Present rate of \$3.00 a line
based on 600,000

"BEALBY"—a new
serial by H. G. Wells,
and his best—starts
in June in Collier's.





Thoroughness in Advertising

THIS is a book that has won fame as an *authority* on its subject—Oriental Rugs.

Many publishers and authors have secured permission to make excerpts and reproductions from it. George Griffin Lewis, a world-known expert on Oriental Rugs, uses selections from it in his two new high priced books.

Connoisseurs regard it highly and have put it in their libraries; many public libraries have it; some of the students in a great university use it for reference. Prominent rug collectors have voluntarily written letters praising it in the highest terms.

Yet, we wrote it as an *advertisement*, to supplement the campaign of one of our clients. The interesting new data it contains, some of it never before published, we gathered with the help of Armenians who knew.

This book, considering the close study of the subject that was necessary, proves the conscientious work we give our clients.

If *you* are an advertiser in search of an agency that is not too large to *concentrate* on your subject and *conscientious* enough to handle your campaign *well*, we invite an inquiry.

Calumet Advertising Company

Paul H. McCalla, Pres.

Old Colony Building

Chicago

Elevating the "Difficult" Product

New Oakville Pin Copy Aims to Lift Leading Brands Beyond Reach of Competition—Word Pictures in Ads to Do Away with Costly Sampling—How Trade Will Be Enthused

AT first thought, a pin point is not a very big talking point to build a \$15,000 advertising campaign upon, yet that is practically what the Oakville Company, pin makers of Waterbury, Conn., is doing in its new campaign which began in the April issues of the leading women's publications.

As it is generally believed in the trade that the purpose of this advertising is to secure the jobber outlet as well as to educate the American housewife to ask her dealer for "Oakville pins instead of just pins," the copy that is being used to accomplish this purpose is interesting.

The first task that the copy has before it is to revolutionize the average woman's method of buying. It is generally recognized among advertisers of women's products that the average woman buys largely on her own judgment. Unlike the opposite sex, she is less inclined to rely on the recommendation of another. If she is buying fabrics, for instance, she will be influenced first by the "feel" of the fabric and then by the opinion of others. For that reason it is essential that something more than mere publicity be used. To associate the name of the Oakville Company with good

pins is not enough. The housewife must be taught that she should not depend on her own judgment in buying pins; she must be shown that pins, like eggs, hold invisible qualities which vary with the price paid. Above all, after she has read the ad it must leave a fixed idea of "uncommonness" in her mind.

It used to be the policy of the company to do this by trying to get pin users to write in for samples, but experience has proven this a costly method, and so this year the money formerly spent in sampling will be invested in word demonstrations instead. As S. T. Burvee, sales manager of the company, remarked to a **PRINTERS' INK** representative: "Why should we spend a whole lot of money giving away pins when it is possible to write copy that will prove

copy that will prove our claims with equal certainty? With the modern copy - writer's skill at painting word-pictures, it is beyond me why so much sampling is done by advertisers.

"It has been our agents' aim this year to get an atmosphere of aristocracy into our copy that will make Mrs. Housewife feel entirely different toward pins. Our illustrations, verbal descriptions, typographical display, even the borders, have been prepared with that thought foremost. As we have pointed out somewhere in our copy: 'While pins are very small things—cheap and hardly worth picking up from the floor (except when you want one)—it is, nevertheless, of the greatest importance that the pins you use should be pins that you cannot

only pin things with, but pin your faith to."

The three kinds of pins that the Oakville Company has picked to carry the line are: "Damascus, the Aristocrat of Safety Pins"; "Clinton Brass Safety Pins, the Nursery Favorite for 31 years," and "Sovran, the King Pin of 'Common' Pins." All of these pins have reached tremendous volume and are very popular with the trade, being high-priced sellers.

while pins are little things they "are big enough to kill a customer." For, as the circular points out: "If a woman buys pins in one of your customer's stores, and the pins bend at the point, get dulled quickly, break or in any way fail to do their duty, Mrs. Woman (quick to remember where she bought them) says to herself: 'If that's the kind of goods they sell in So and So's, I will never go there again! It is the little things that a woman

"PIN YOUR FAITH TO OAKVILLE PINS"

Three leading Oakville products will be featured: **DAMASCUS** and **CLINTON** Safety Pins and **SOVRAN**, common pins.

DAMASCUS: The "Aristocrat" of Safety Pins. Handsomely made from specially tempered, slender wire. Needle sharp. Flat shield. Sheathed coil. Especially for Dress and Surgeon's use.

CLINTON: The Nursery Favorite for 31 years. Made of heavy brass wire. *Cannot Rust*. Costs less than Damascus, but serves Nursery purposes better. Sharp points. Protected Coil. Safety Shield.

SOVRAN: A most uncommon "common" pin. Made of perfectly tempered and specially drawn brass wire, which is unusually stiff, considering its light weight. Bright and smoothly plated. Sharp and point that cannot "hook." Deep heads that can't get buried in fabric.

IMPORTANT ANNOUNCEMENT

THE OAKVILLE COMPANY, for over 30 years makers of faithful PINS, is about to launch a far-reaching National Advertising Campaign. The leading Women's Publications will be used to tell this story to every pin user in America.

This advertising will be done to stimulate your sales and to acquaint women everywhere with the sincerity of Oakville Pins, and WHY they are the most desirable pins to buy.

You, Mr. Retailer, are cordially invited to partake of the benefits of this Campaign of Progress.

OAKVILLE COMPANY, WATERBURY, CONN.

MESSAGE TO DEALERS WHICH PUTS INTEREST INTO PLAIN PINS

For instance, the "Sovran" pin has a specially shaped point, which the Oakville people claim cannot hook. When shown under a magnifying glass this talking point becomes a real issue, and is put to good use in both personal selling and in the copy.

An interesting feature about the trade work the Oakville Company is doing is the use it is making of the trade press to impress the dealer with the consumer campaign. The company once used circulars for this purpose, but found the latter method more effective. Large mailers have, however, been sent to about a hundred jobbers whom the company is interested in selling, the argument employed being that

judges a store by." In this circular the entire list of publications to be used is tabulated, and the circulation of each shown by States, so that it will mean something to the jobber doing business in a restricted territory.

The list of mediums includes: *Mother's Magazine*, *Ladies' World*, *McCall's*, *Pictorial Review*, *Delineator*, *Designer*, *Woman's Magazine*, *Ladies' Home Journal*, *Vogue*, *Harper's Bazar*, *Criterion of Fashion*, *Butterick Quarterly*, *McCall's Quarterly*, *Woman's Home Companion*, *Pictorial Quarterly*. The *Pacific Coast Merchant* and *Dry Goods Economist* will be used for linking up the consumer campaign with the trade.

Dependable Indication



The School of Business Success

UTICA, N.Y., Jan. 23rd., '14.

The Signal Engineer,
Transportation Bldg.,
Chicago, Ill.

Gentlemen: The ad in the January number is certainly a big puller. We received twelve (12) inquiries Monday and nine (9) Tuesday this week, and they are coming in proportionately every day and they are coming in from a very good class of men. Therefore, we should receive a fair average of enrollments from this ad.

Yours very truly,

THE SCHOOL OF RAILWAY SIGNALING.

HLS/L

J. R. Schuchel.

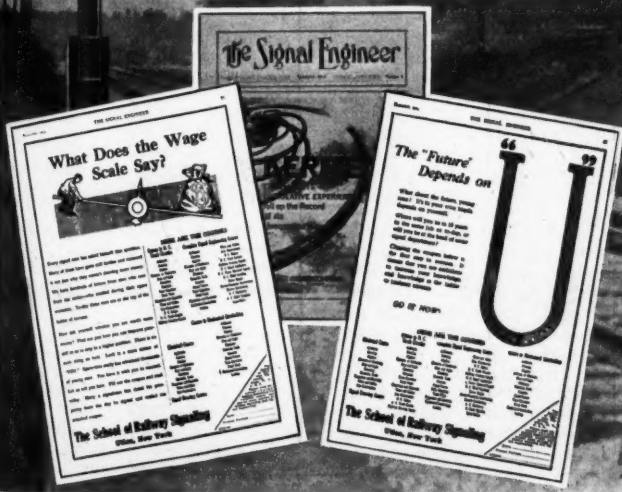
General Manager.

SIMMONS-BOARDMAN PUBLISHING CO.

New York

Chicago

Cleveland





To advertisers desiring to employ a sustaining medium—a medium which gains momentum—increases in circulation—as time goes by—we recommend for your consideration our medium of

Outdoor Painted Display

ment for your consideration our medium of
circulation as time goes by—we recom-

Outdoor Painted Display

The power of permanency—the force of reiteration—the attractiveness of hand executed oil paintings—exact placement, eliminating waste circulation—combined with our service—our organization—are causing our medium to be more and more considered in every well planned advertising campaign.

Send for our booklet

“Exclusive features of outdoor advertising”

CHICAGO

Thos. Cusack Company

NEW YORK

*Is There Such a Thing
as Hard Times?*

THE THEATRE MAGAZINE

for May, 1914, shows a substantial increase in advertising business over that of May, 1913.

The Theatre Magazine's growing popularity is the cause of it.

Said one reader to another:—

"I rely entirely on The Theatre Magazine's criticisms when I want to see a new play, and never regret the money I invest in theatre tickets."

Thousands Think Likewise!

New York
8-14 West 38th Street

Godso & Banghart
Harris Trust Building
Chicago

H. D. Cushing
24 Milk Street
Boston

More Arguments on the Stevens Bill

The "Permissive" Feature of the Bill Attacked by George D. Beattys, of the Aeolian Company—Retailers' Representative Supports It—Statement by Shredded Wheat Co.

THE chief characteristic of the opinions expressed about the Stevens Bill to give manufacturers the right, under certain circumstances, to maintain resale prices, seems to be variety. The bill, as is natural, has its bitter opponents and its vehement protagonists, and on both sides there is diversity of argument.

George D. Beattys, representing The Aeolian Company, whose testimony before the Merchants' Association of New York was commented upon in last week's PRINTERS' INK, has supplemented what he said at the hearing with the following letter to the association:

"I received a letter containing a request that I state more explicitly my reason for statements which I made at the meeting on Wednesday.

"The meaning I intended to convey was that if we had to operate under the provisions of this bill, we could not conduct our business as we do at present. You ask me to bear in mind that the bill is not mandatory but permissive; but I do not quite see the force of this argument. It is permissive only in the sense that no manufacturer is forced by its terms to prescribe and maintain a uniform price, but if the system of business under which he is operating involves any uniform price in the sale of goods, he must comply with the terms of the bill, and compliance with the terms of this bill would be impossible for my client as we conduct our business.

"If a person has arrangements with the person selling his goods to maintain any uniform price, the charge might be made against such arrangement that it was un-

lawful because of the failure to comply with all the provisions and restrictions of the bill. I understand perfectly that a manufacturer can conduct his business and pay no attention to this bill, but if he has any arrangement with any dealer to maintain the prices of his goods, he is forced to comply with the provisions of this bill or get in difficulties from many reasons that could arise.

"The bill is, therefore, permissive in the sense that it does not compel every manufacturer to comply with its terms, but it is mandatory in that it does compel every manufacturer to comply with its terms provided he wants to make any arrangement with dealers to maintain a uniform price. This was the meaning that I was trying to convey in the few remarks I made at the meeting. If the bill provides that in any contract for the sale of goods to any dealer by any manufacturer, 'it shall be lawful to prescribe the sole uniform price' at which the goods may be resold on certain conditions named—then it would seem to me to follow that it would be 'unlawful' to enter into any arrangement of that general nature without complying with these conditions, and if that is so, a manufacturer may get in serious difficulties in one way and another by reason thereof.

"We certainly do not favor this bill and if you start favoring legislation of this kind, there is no telling where it will end, particularly in view of the sentiments which seem to prevail in Congress at the present time."

After the publication of the views of The Shredded Wheat Company, in PRINTERS' INK for April 9, the following communication was received from J. Leyden White, Washington representative of the National Association of Retail Druggists, and the National Retail Hardware Association:

WASHINGTON, D. C., April 16, 1914.

Editor of PRINTERS' INK:

In PRINTERS' INK for April 9 I note an article headed: "Why the Shredded Wheat Company Opposes Fair Trade League Bill."

After careful perusal I cannot see that either Mr. De Weese or Mr. Mason expresses any real opposition to the bill in question. If either believes that he does, it must be that he has not read the bill carefully.

Mr. De Weese says: "The arguments in favor of fixed resale prices are many and unanswerable; but why invoke the police power of the Federal Government to do that which every manufacturer should be able to do through friendly co-operation with his distributors?"

Nobody that I know of is asking any more than that. H. R. 13305 has no higher purpose than to define the contractual relations between manufacturer and distributor so that resale price may be maintained by co-operation between the two. H. R. 13305 aims to do no more than definitely sanction such relations as were commonly used to maintain resale prices up to within a few years ago. Without going into any present practices of the Shredded Wheat Company as they may bear upon price-maintenance, the fact is that the simple contractual relations that for years maintained, and would again maintain resale prices, have been outlawed by the highest court in the land, and H. R. 13305, simply seeks and no more than seeks to make the law what American business men for generations believed it to be.

I quote further: "To say what profit a man shall make on a patented article, or to fix a price at which a retailer may sell an article after he has paid for it, is not a function of the Government but an invasion of personal liberty and private rights."

Precisely! I agree with that heartily! But the condition existing to-day is much worse than it would be if the Government fixed the profits on each and every mercantile deal, for the simple reason that a small and monopolistic element including the cutters, mail-order houses, department and chain stores *unfixes* the profits, as well as the prices of manufacturers, wholesalers, retailers and other makers, forwarders and distributors of merchandise.

H. R. 13305 has not one line or word that has to do with price-fixing by the Government. Moreover, to the best of my knowledge, and I am on the job in Washington every day as the representative of the national associations of retailers numbering more than one hundred thousand stores, there is not a bill in Congress that seeks any such thing. H. R. 13305 does not say that either the Government or any man *shall* make any fixed price on anything. It asks for nothing more than that the manufacturer *may* enter into contractual relations to maintain the resale price of his products.

The essence of H. R. 13305 lies in these words from the first paragraph: "That in any contract for sale of articles of commerce to any dealer, wholesale or retail, by any producer, grower, manufacturer or owner thereof, under trade mark or special brand, hereinafter referred to as the 'vendor'; it shall be lawful for such vendor, whenever the contract constitutes a transaction of commerce among the several States, etc.,

to prescribe the sole uniform price at which each article covered by such contract may be resold."

Do you see anything in that about Government price-fixing? Do you see anything in that to justify fears of inquisitorial Government investigating?

Mr. White's communication brings from Fred Mason, vice-president and general manager of The Shredded Wheat Company, a supplementary statement, intended to make his company's position more clear. It is as follows:

"I do not believe that the maintenance of retail prices on any commodity is a legitimate function of Government. Levying an income tax and collecting internal revenue present nothing in common with the proposition to help a manufacturer get a certain price for his goods. One is merely exercising the legitimate taxing power of the Government; the other proposes that the manufacturer shall enlist the aid of the Government in maintaining the price which he (the manufacturer) puts on his commodity—a preposterous proposition.

LEGISLATION FOR A FEW MANUFACTURERS

"Of course The Shredded Wheat Company would not take advantage of the Stevens Law if it were passed. But why ask Congress to enact legislation that is only for a few? Because the manufacturers of certain products cannot devise any system of distribution that will prevent price-cutting, shall the big national distributors who are not bothered with price-cutting favor Federal legislation that is fraught with great danger to the general interests of merchandising?

"If the Stevens Bill does not contemplate any Government inspection or regulation of any sort, why ask Congress to pass it? What relief is there in the measure if the Government cannot use its police power to enforce its provisions? It will take stronger assurances than those of Mr. White to convince us that the Government will give any sort of aid to a manufacturer in maintaining retail prices without ascertaining all the facts that have a bearing on

the justice or fairness of his position.

"The manufacturer who employs a system of distribution providing a fair profit for jobber and retailer, and who gives no quantity discounts or free deals will have little trouble with price-cutting. When you cut out the jobber, or any other factor of distribution, and give one dealer advantages over another dealer, then you furnish the incentive for price-cutting.

"Of course the use of the term 'Fair Trade League Bill' is misleading. We do not wish to be put in the position of opposing 'fair trade.' If any company can show a better record than this company in constantly maintaining the principles of fair trade all through its system of distribution, we should like to be advised of the fact. The question is not one of vital concern to The Shredded Wheat Company. This company has nothing to fear from Government inspection and has very little trouble from price-cutting. We are simply opposed to any legislation that opens the door for Government regulation of merchandising beyond the protection of the public from fraud."

Anti-Coupon Bill Action Postponed

Upon report of the sub-committee which investigated the measure, the Ways and Means Committee of the House of Representatives at Washington, D. C., has concurred in the recommendation that the Underwood anti-tobacco-coupon bill shall not be brought before either House until the next session of Congress in December.

This action is taken generally to mean the death of the measure, as the next session of Congress—a short one—is to be very largely devoted to appropriations. The Underwood measure aimed to tax all coupons, gifts or other premiums given with tobacco or tobacco products, which, it was freely acknowledged in the tobacco trade, would mean the abolition of the certificate and merchandise gifts to the consumer.

It's "Instant" Rice Now

A new copy angle for rice, featured in the advertisements for Hotel Astor Rice, is the quick-cooking properties of the product. "Ten minutes by the watch and you'll have a dish of dainty, thoroughly cooked rice."

Food and Drugs Guarantee Legend Abolished

Manufacturers Given Until May 1, 1915, to Use Up Present Stock of Labels on Hand—Action Due to Misuse of Legend by a Few Manufacturers—Future System Explained

Special Washington Correspondence

MANUFACTURERS of food and drug products will not be permitted, after May 1, 1915, to place upon their product the guarantee legend which, in one form or another, has been virtually required upon this class of manufactured goods since the Pure Food and Drugs Act took effect. This, in substance, is a decision just made by the United States Government, which finds the guarantee legend, as heretofore used, deceptive and misleading to the public.

Responsibility for the action of the authorities at Washington is claimed to rest upon certain manufacturers who have employed the legend in such a way as to lead the consuming public to believe that their product has been passed upon and certified by the Department of Agriculture. Dr. Wiley, commenting to **PRINTERS' INK** upon this new policy, said: "I believe that the action just taken is very wise and the only thing to do under the circumstances because, in spite of everything that could be done, a considerable portion of the consuming public has gained the idea that the appearance of the guarantee legend on food and drug products signifies that the National Government guarantees the quality and the purity of the goods. I believe that reputable manufacturers will not object to the action taken, but I suspect that there are some manufacturers who will be disgruntled, for there is no doubt but what the guarantee legend has in many instances been used to deceive."

The prohibition of the guarantee legend would go into effect at once were it not for the fact that it is desired to do no injus-

tice to manufacturers who have a stock of labels, wrappers, etc., on hand. To that end enforcement of the order will be postponed for nearly a year, or until May 1, 1915. Not only will the legend "Guaranteed Under the Food and Drugs Act" be abolished but likewise the use of a serial number on a label or package as at present.

In the official order signed by the secretaries of the Treasury, Agriculture and Commerce it is stated: "Inasmuch as the acceptance by the Secretary of Agriculture for filing of the guarantee of manufacturers and dealers and the giving by him of serial numbers thereto contribute to the deceptive character of legends on labels and packages, no guarantee in any form shall hereafter be filed with and no serial number shall hereafter be given to any guarantee by the Secretary of Agriculture. All guarantees now on file with the Secretary of Agriculture shall be stricken from the files, and the serial numbers assigned to such guarantees shall be cancelled."

Manufacturers will, after May 1, 1915, be called upon to give guarantees of compliance with the law to dealers direct and it is suggested that such guarantees should be incorporated in the invoice or bill of sale specifying the goods covered. In other words the only guarantee approved by the new regulation is the individual guarantee identifying the goods sold by the manufacturer to the dealer. This guarantee can be incorporated in the invoice, bill of sale, bill of lading or other schedule by the use of a form stamped or printed in the document and signed by the manufacturer. When the goods are properly described in the document they can be referred to in the guarantee, without repetition of the detailed description contained in the invoice or bill of sale.

Advertisers and manufacturers benefit by the Federal guarantee system only in so far as it facilitates the distribution of their products by reassuring the local

dealers in food and drug products that they will not be liable to prosecution if they can establish that the articles were sold under a guarantee given in compliance with the Governmental regulation. Of course the Food and Drugs Act does not prescribe the system of guarantee legends and serial numbers that is just now abolished. That working arrangement was entered into as a convenience to manufacturers who believed that it would prove something of an annoyance to have to give a separate guarantee as part of the bill of sale or invoice to every dealer with every interstate shipment of their goods and who, soon after the passage of the law in 1906, asked that regulations be drafted that would enable them to file at Washington blanket guarantees to dealers under which the makers of goods would assume full legal responsibility for all goods manufactured by them and shipped into interstate commerce.

The new regulation appears to put the manufacturers back where they started and to subject them to the inconvenience that they specifically sought to avoid from the outset. This will doubtless be regarded as more or less of a hardship by the many reputable manufacturers who have used the legend and serial number in good faith solely as a convenient way of notifying dealers that they assumed full legal responsibility for their goods.

Change of Copy Needed

The small daughter of a Little Rock family had been praying each evening at bedtime for a baby sister. The other morning her mother, reading the paper, exclaimed: "I see Mr. Smith has a little daughter."

"How do you know that?" asked the child.

"I read it in the paper."

"Read it to me."

The mother read: "Born—On March —, to Mr. and Mrs. — Smith, a daughter."

The child thought a moment, then said: "I know what I am going to do. I am going to quit praying and begin advertising." — *Little Rock Gazette.*

Fred E. Drinker has resigned his position as manager of the promotion and efficiency department of the *Public Ledger*, Philadelphia.



"What is your rate per Buying Unit?"

No—not the rate per man—

that doesn't mean anything to me—there might be 100 men all employed in the same plant, all subscribing to your paper and not one of these copies ever reaches the actual buying or deciding powers of that business. What I want to know is your rate per buying unit—have you such figures?

A unit—says Webster—is a group considered for any purpose as a whole.

A buying unit—says The Iron Age—is the requisitioning and deciding powers of the business considered as a whole. This buying unit is the business itself whether it be a one-man concern or a corporation with authority divided among many.

The buying unit is the firm, as is the paying unit—inseparable and solid as a whole—a subscription list made up of firms contains the greatest number of buying units and therefore the greatest buying possibilities.

Compared with a list of firms,—a list of *individuals* is wasteful and infested with sundry by-products not even distantly related to buying units. The Iron Age's circulation is composed almost entirely of buying units (firms). *Its advertising rate per buying unit (firm) is far lower than that of any other journal concerned in metal working industries.*

THE IRON AGE
239 West 39th St.
NEW YORK CITY

Speaking of Show Window Efficiency

PRINTERS' INK is right. One of the most extravagant wastes of advertising money is that part which is often used in preparing expensive window placards, cut-outs, etc., without supplementing this material with practical suggestions for their use.

To get displays of your merchandise you must show the retailers how to use your advertising material in connection with your goods. There are only two ways of doing this—the right way and the wrong way.

Our experts know how to prepare window displays *the right way*.

Turn back to your PRINTERS' INK of April 16th, see the window trim on page 88, then see the window trims on pages 93 and 97 of PRINTERS' INK for April 23d, these window displays were prepared by us for the advertisers.

Note the list of firms for whom we have prepared window displays—you know most of them.

We have the windows, the fixtures and the experienced window trimmers in our own workrooms for preparing window, interior, ledge, post and show case trims.

We prepare model displays and furnish photographs and descriptions which enable retailers to use your merchandise and your advertising helps to the best possible advantage.

Write for further information and suggestions.

Following are a few of the firms for whom we have prepared model window displays in our own work-rooms:

General Electric Co.
Johnson & Johnson.
Jap-a-lac, Cleveland.
B. V. D. Underwear.
3-in-1 Oil.
Quaker Lace Co.
Bigelow Carpet Co.
Remington Sporting Goods.
Welch's Grape Juice.
Cox's Gelatine.
Dodge & Zuill, Syracuse.
Florence Manufacturing Co.
Sherwin-Williams Co.
Masury Paint Co., Brooklyn.
Powell Candy Co.
Armour & Co., Chicago.
Swift & Co., Chicago.
Ever Ready Safety Razor Co.
Sweeper-Vac Co.
Butterick Pattern Co.
A. G. Hyde & Co.
Wolverine Manufacturing Co.
Klosit Petticoats.
Clark's Silk Gloves.
Detmer Woolen Co.
Doubleday, Page & Co.
Niagara Silk Mills.
H. Black Co., "Wooltex."
Lunberg Co., Toilet Goods.
Scranton Lace Co.
McCallum Hosiery Co.
Migel Silk Co.
Grosset & Dunlap, Publishers.
Guernsey Earthenware, Ohio.
Armstrong Cork Co.

DRY GOODS ECONOMIST

Window Dressing Department

231-243 West 39th Street New York City

Posters Induce Dealers to Use Advertising Helps

The Michigan Stove Company Offers to Post the Dealer's Town if He Will Use Electros and Window Display — The Plan Which More than Doubles the Efficiency of the Appropriation

"AS far as co-operation is concerned, we could not ask for greater interest on the part of our distributors," says Francis Palms, secretary and advertising director of The Michigan Stove Company, Detroit. Mr. Palms refers specifically to the spring campaign for Garland Gas Ranges, which sold so many stoves last year that the factory could not keep up with the orders, and which is now running for the second time.

The campaign is highly centralized around the dealer's store and in his town, and much of its success is due to the way the company induces dealers to make use of the advertising helps furnished and to advertise in the local newspapers. The *quid pro quo* is an offer to post the dealer's town for a month, beginning April 15, if he will agree to run four ads in

his local paper and install two window displays, to remain two weeks each. The company furnishes electros of the newspaper ads, to run ten inches over three columns, and also supplies materials and complete directions for installing the window displays.

The effect of outdoor advertising upon dealers has been widely utilized by manufacturers in the course of sampling campaigns, and its effectiveness as an aid to distribution has been tried out in many instances. A striking poster opposite the dealer's store, or where he sees it on his way home,

Your Gas Range is the Work Bench of the Home



You can no more expect to get modern results with old-style equipment in your kitchen, than you can expect a printer to succeed with the tools of yesterday. Thousands of successful home-makers have found that the surest way to get satisfactory results from the kitchen is to install

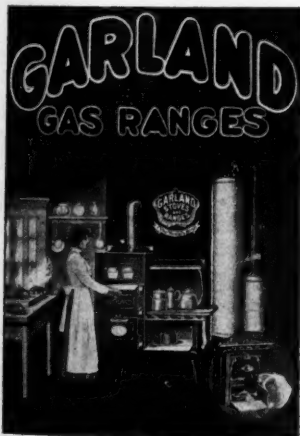
A "Garland" Cabinet Gas Range

Ovens and Top	Are Just the Right Height
Glass Oven Doors	Tell What is Going on Inside
Aluminized Linings, Rights and Drop Pan	Will Not Rust
Perfect Baking Oven	Evenly Heated Throughout
Efficient Burners and Ventilated Oven Bottom	Save Gas
Removable Parts and Smooth Castings	Easy to Clean
Best Materials and Workmanship	Give Years of Splendid Service

For Kitchen Efficiency Talk to

Your Name Here

ONE OF THE FOUR NEWSPAPER ADS



EIGHT-SHEET POSTER BEARING DEALER'S NAME

is a constant reminder of the advertising the manufacturer is doing, and when, as in the present instance, the name of the exclusive dealer can be displayed at the bottom of the poster, the effect is even greater. The point is, of course, that the dealer actually sees the poster at work. Other forms of consumer advertising, which may have just as great an actual effect, do not strike the dealer quite so obviously, simply because they go into the homes where he cannot actually see them working.

The Michigan Stove Company,

therefore, has found posters a powerful inducement to get dealers to supply the other links in a co-operative campaign. In order to secure the posting of his town the dealer agrees to use four ads and two window displays. But that is only a minimum. The company

estimated, and does not stop with the minimum, but goes on to use the hangers and the car-cards. The company offers electros of eight ads, from which he can select the four he wishes to run, and not infrequently dealers run the entire eight. The posters, of course,



WINDOW DISPLAY WITH LIFE-SIZE CUT-OUT

does not stop there. The dealer *must* furnish the minimum co-operation, but he *may* go farther and use more newspaper ads, as well as car cards, hangers and motion-picture slides. With each shipment of display material the company furnishes return post-cards, on which the dealer may report the names of gas-stove prospects. These names are circularized direct, with letters, folders and booklets, imprinted with the dealer's name. In fact the dealer has the center of the stage all of the time. His name is signed to the posters, appears in the follow-up matter sent direct, and, of course, is signed to the newspaper ads which he pays for himself. Every part of the campaign is focused upon a particular store.

The important thing is to get the dealer started; to arouse his interest. The poster offer does that, and he agrees to use the helps. By and by he gets inter-

serve as a stimulus for the entire month.

The window displays are simple, but effective, consisting of a gas stove from the dealer's stock, a life-size cut-out and signs which are furnished by the company. A border is made from proofs of one of the newspaper ads, which the dealer is directed to secure from his local newspaper which runs the copy.

Mr. Palms says that the entire cost of the posting, plus that of the electros and display material furnished, is just about equalled by the cost of the newspaper space purchased by dealers. "In other words," he remarks, "the plan more than doubles the efficiency of our appropriation."

When the city of Cleveland changed from Western to Eastern time several manufacturers and retailers combined their newspaper space to announce that they had officially adopted Eastern time. The page was illustrated with a border design of a large face of a clock.

"Circulation Poor"

There are but four months left in which to take advantage of the tremendous bargain to be found in

The National SUNDAY MAGAZINE SEMI-MONTHLY MAGAZINE SECTION

The rate, \$6.50 per agate line was based on 2,000,000 circulation.

The addition of the Cleveland Plain Dealer together with marked increases by our other papers has forced the circulation in excess of

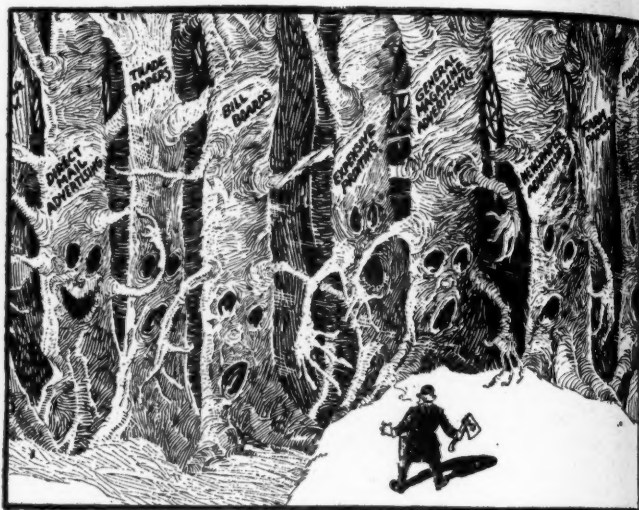
2,200,000

It is something to realize that this great circulation is furnished by this *incomparable* list of

"America's Greatest Daily Papers"

The Sun, New York
The Boston Globe
The Cleveland Plain Dealer
The Washington Post
The Omaha Bee
The Buffalo Express
The Oregonian, Portland

Los Angeles Times
The Chicago Tribune
The St. Louis Globe-Democrat
The Cincinnati Enquirer
The North American, Philadelphia
The Pittsburgh Dispatch
The Seattle Post-Intelligencer
Pioneer Press-Dispatch, St. Paul



Lost in the Forest!

There is a fair, open country beyond—rich in profits and possibilities. But many a man is lost in the wood that intervenes. His little axe, graven with the talisman (\$), will not suffice to cut a trail unless he has learned how to wield it. The coupon at the end of this advertisement will prove a more powerful talisman—try it.

Advertising Truths that Hurt the Boss But Help the Business

The advertiser who is posing complacently on a platform of gold bricks is unfortunately, rather common. He will be amazed at the revelations of extravagance and inefficiency awaiting him. The only danger is that he will not put on the shoe if it fits. If you are that man, be big and broad enough to look truth in the face for the good of your business.



The man who thinks he knows it all is posing on a pedestal of gold bricks

Getting a New and Better Perspective

These books deal in fundamentals—the broad basic principles that are the foundation of business.

They will give you a wholly new conception of advertising—one that you can accept and apply with profit whether you are a non-advertiser, or small advertiser or a big advertiser.

Put the Horse Where he Belongs

Don't pay any more bills for hay and oats till you get accurate reports of what this horse-haulage costs in proportion to what it earns. Check the coupon and learn how to get the horse into the shafts and make him pull the business ahead.



1. PERSONAL REPRESENTATION
2. DIRECT MAIL ADVERTISING
3. DEALER DISTRIBUTION
4. GENERAL PUBLICITY

We all need to swallow our pride and go back to the infant class occasionally.



Many advertisers get the cart before the horse.

How to Get Returns in Dollars for a 2-cent Investment

Send for one of these books. It will cost you a two-cent stamp and enough of your stenographer's valuable time to attach the coupon to your business letterhead and address the envelope.

It may bring you a practical business suggestion that will ultimately be measured in several thousand dollars.

If you consider yourself a non-advertiser, check "A" on the coupon. If your advertising appropriation is \$25,000 or less per annum, check "B." If it is over \$25,000 check "C."

One book—whichever fits your needs—will be sent free. If you want more than one send 25 cents for each additional copy.



THE MULTIGRAPH
1820 East Fortieth Street, Cleveland, Ohio

☐ A
☐ B ☐ C

Send booklet (free) checked above, as explained in your advertisement in Printers' Ink, May 14th.

Attach this coupon to your business letterhead, sign your name and official position and mail to above address.

Newspaper Change

IN

MILWAUKEE

"—and while the Hare slept the Tortoise plodded along, and passed the sleeping Hare. And when the Hare awoke the Tortoise was crossing the goal line, winner!"

In some such way the tale of "The Tortoise and The Hare" is told.

And in just that same way the newspaper change in Milwaukee is best related.

The Milwaukee Free Press, always a conservative, immediately became aggressive under the new business management, and while the other Milwaukee newspapers "slept" unawares, The Free Press went on, and on, and on. Until now, The Milwaukee Free Press tops the Milwaukee list. The Free Press is first in quantity of circulation in its territory—that is first in quantity of "moneyed circulation." It has not a "raft" of "riff-raff" circulation. Most of its circulation is home delivered in this home community—and its readers are folks the advertiser wants to do business with, folks with money enough to do business with the advertiser, through his Milwaukee and Wisconsin dealers.

Don't remain in the rut of Milwaukee. Get into The Milwaukee Free Press—the new leader in Milwaukee.

Guaranteed paid-for circulation—papers actually read—40,000. Published daily and Sunday. Member of Advertising Audit Association and Bureau of Verified Circulations. *Rate 4½ cents per line flat.*

The "best buy" in Milwaukee. The "biggest bargain" in Milwaukee.

FOREIGN REPRESENTATIVES

C. J. Anderson Special Agency, Marquette Building, Chicago, Illinois

Ralph R. Mulligan, 38 Park Row, New York City

"Ten-Year Clause" of Trade-Mark Law Constitutional

Far-Reaching Decision of United States Supreme Court in Davids' Case

THE so-called "ten-year clause" of the new trade-mark law has recently been declared constitutional by the Supreme Court of the United States in a very important decision handed down in a case brought by the Thaddeus Davids Company, manufacturer of inks and other stationery items, for the infringement of its trade-mark, "Davids."

The decision has, for advertisers and manufacturers in general, significance far beyond the elements of an ordinary trade-mark controversy or dispute as to unfair competition for the reason that it constitutes the first pronouncement by the highest court in the land as to the constitutionality of the ten-year clause—in practice, perhaps the most radical feature of our present trade-mark statutes.

Ordinarily, the United States Supreme Court does not pass upon litigation involving trade-mark rights, the Court of Appeals of the District of Columbia being, in usual routine, the court of last resort for the disputes as to trade-marks which are carried up from the United States Patent Office. However, in the present instance the Supreme Court, perhaps for the reason that a constitutional question was involved, granted a writ of certiorari and the outcome was the decision handed down April 27, 1914, presumably fixing for all time the status of the ten-year clause.

The ten-year clause, it need scarcely be explained, is the section of the new trade-mark laws which allows the registration, under certain conditions, of trade-marks which had been in actual use for ten years prior to 1905 even though these trade-marks, by reason of being descriptive words, geographical names or other subjects now banned, would be refused registration if of recent inception. Trade-mark specialists and attorneys for advertisers and

manufacturers have been generally disposed to regard the ten-year clause as the weakest section of the present trade-mark law, and now that the Supreme Court has sustained this section there is a disposition in well-informed circles to regard the entire law as invulnerable.

JUSTICE HUGHES DELIVERS THE OPINION

Mr. Justice Hughes, in delivering the opinion of the Supreme Court in the Davids' case, reviewed the history of the dispute as follows: "Thaddeus Davids Company, manufacturer of inks, etc., brought this suit for the infringement of its registered trade-mark, 'Davids.' It was alleged that the complainant was the owner of the trade-mark; that it had been used in interstate commerce by the complainant and its predecessors in business for upwards of eighty years; that on January 22, 1907, it had been registered by the complainant as a trade-mark, applicable to inks and stamp-pads, under the act of February 20, 1905; that the complainant was entitled to such registration under Section 5 of the act by reason of the actual and exclusive use for more than ten years prior to the passage of the act; and that the defendants, Cortlandt I. Davids and Walter I. Davids, trading as Davids Manufacturing Company, were putting inks upon the market with infringing labels. The bill also charged unfair competition. Upon demurrer, the validity of the trade-mark was upheld by the Circuit Court of Appeals, and upon final hearing, upon pleadings and proof, complainant had a decree. This decree was reversed by the Court of Appeals of the District of Columbia, which held that there was no infringement of the registered trade-mark and that the suit, if regarded as one for unfair competition, was not within the juris-

diction of the court, the parties being citizens of the same State. Certiorari was granted."

BEARING OF TEN-YEAR CLAUSE

Continuing, the opinion says: "As the mark consisted of an ordinary surname, it was not the subject of exclusive appropriation as a common-law trade-mark and the complainant derived its right from the fourth proviso of Section 5. The fourth proviso, or ten-year clause, has manifest reference to marks which are not technical trade-marks; otherwise it would have no effect. The owner of a trade-mark valid at common law and used in commerce with foreign nations, or among the several States, or with Indian tribes, may obtain its registration under the act without showing the use of ten years required by this clause. Congress evidently had in mind the fact that marks, although not susceptible of exclusive appropriation at common law, frequently acquired a special significance in connection with particular commodities; and the language of the fourth proviso was carefully chosen in order to bring within the statute those marks which, while not being technical trade-marks, had been in 'actual and exclusive use' as trade-marks for ten years next preceding the passage of the act.

"It is suggested, however, that the privileges accorded by this proviso are limited to marks which lie outside the positive prohibitions contained in the earlier clauses of Section 5. Thus, it is said that the exceptions with respect to marks of a scandalous sort, and as to those embracing public insignia, are plainly intended to apply to all marks of the described character whether or not they had been used for the preceding ten years; and it is urged that if this be so, the prohibitions of the provisos which precede the ten-year clause must likewise be deemed to restrict its scope. The emphasis in the present case is placed upon the second proviso in Section 5. This, in substance, prohibits the regis-

tration of marks consisting merely of individual, firm or corporate names, not written or printed in a distinctive manner, or of designations descriptive of the character or quality of goods with which they are used, or of geographical names or terms; and it thus contains, as the Court of Appeals said, 'a fairly complete list' of the marks used by dealers in selling their goods, which are not valid trade-marks at common law. If the ten-year proviso be construed as not to apply to any marks within this comprehensive description, the clause would have little or nothing to act upon and we can conceive of no reason for its insertion.

"We think that the intent of Congress is clear. In the opening clause of Section 5, it is provided that no mark by which the goods of the owner may be distinguished from other goods of the same class shall be refused registration as a trade-mark on account of its nature, unless it consists of, or comprises: (a) immoral or scandalous matter; or (b) certain public insignia. The marks within these excepted classes are withdrawn from the purview of the act. Then, in dealing with the marks which remain, limitations upon registrability are defined by the first, second and third provisos; and the restrictions thus imposed are in turn qualified by the fourth proviso or ten-year clause.

"It follows that the fourth proviso in no way detracts from the force of the exceptions contained in clauses (a) and (b), which were plainly intended to be established without qualification; but the generality of the succeeding prohibitions is qualified. It may be that this qualification, by reason of its terms, does not affect the first proviso, which relates to cases of conflicting trade-marks, as the ten-year clause explicitly requires that the use shall have been 'exclusive.' But there can be no doubt that this clause does modify the general limitations contained in the second proviso with respect to the use of marks consisting of names

of persons, firms or corporations, of terms descriptive of character and quality, or of geographical names or terms. Marks of this sort, notwithstanding the general prohibition, were made registrable when the applicant or his predecessors had used them, actually and exclusively, as trade-marks for the described period. In this view the complainant was entitled to register his mark. Having the right to register its mark the complainant was entitled to its protection as a valid trade-mark under the statute.

"Argument is made that, assuming that the complainant has a valid registered trade-mark, still the protection is limited to its use when standing alone (as the complainant has used it on its labels) and that there can be no infringement unless it is used in this precise manner. The statutory right cannot be so narrowly limited. Not only exact reproduction, but a 'colorable imitation,' is within the statute; otherwise, the trade-mark would be of little avail, as by shrewd simulation it could be appropriated with impunity.

"But the inquiry as to the extent of the right secured by the statute in the case of marks which are admitted to registration under the ten-year clause is not completely answered. It is apparent that, with respect to names or terms coming within this class, there may be proper uses by others than the registrant even in connection with trade in similar goods. It would seem to be clear, for example, that the registration for which the statute provides was not designed to confer a monopoly of the use of surnames or of geographical names as such. It is not to be supposed that Congress intended to prevent one from using his own name in trade or from making appropriate reference to the town or city in which his place of business is located; and we do not find it necessary to consider the question of the validity of such an attempt if one were made. Congress has admitted to registration the names or terms belonging to the class

under consideration simply because of their prior use as trade-marks, although they had not been such in law. Their exclusive use as trade-marks for the stated period was deemed in the judgment of Congress a sufficient assurance that they had acquired a secondary meaning as the designation of the origin or ownership of the merchandise to which they were affixed.

"In the case, therefore, of marks consisting of names or terms having a double significance, and being susceptible of legitimate uses with respect to their primary sense, the reproduction, copy or imitation which constitutes infringement must be such as is calculated to mislead the public with respect to the origin or ownership of the goods and thus to invade the right of the registrant to the use of the name or term as a designation of his merchandise. This we conceive to be the meaning of the statute. It follows that where the mark consists of a surname, a person having the same name and using it in his own business, although dealing in similar goods, would not be an infringer, provided that the name was not used in a manner tending to mislead and it was clearly made to appear that the goods were his own and not those of the registrant. This is not to say that, in this view, the case becomes one simply of unfair competition, as that category has been defined in the law; for, whatever analogy may exist with respect to the scope of protection in this class of cases, still the right to be protected against an unwarranted use of the registered mark has been made a statutory right and the courts of the United States have been vested with jurisdiction of suits for infringement, regardless of diversity of citizenship. Moreover, in view of this statutory right, it could not be considered necessary that the complainant, in order to establish infringement, should show wrongful intent in fact on the part of the defendant, or facts justifying the inference of such intent.

"The distinction between per-

missible and prohibited uses may be a difficult one to draw in particular cases, but it must be drawn in order to give effect to the act of Congress. That the distinction may readily be observed in practice is apparent. In this case, for instance, if the defendants had so chosen, they could have adopted a distinct mark of their own which would have served to designate their inks and completely to distinguish them from those of the complainant. It was not necessary that, in exercising the right to use their own name in trade, they should imitate the mark which the complainant used, and was entitled to use under the statute, as a designation of its wares; or that they should use the name in question upon their labels without unmistakably differentiating their goods from those which the complainant manufactured and sold.

"We agree with the Circuit Court that infringement was shown. The complainant put its mark, 'Davids,' prominently at the top of its labels. The defendants, in the same position on their labels, put 'C. L. Davids'; at the bottom of their labels the defendants placed 'Davids Mfg. Co.' The use of the name in this manner was a mere simulation of the complainant's mark, which it had duly registered; it constituted a 'colorable imitation' within the meaning of the act. The decree of the Circuit Court accordingly restrained the defendants from the use of the words, 'Davids Manufacturing Company,' and from the use of the word, 'Davids' at the top of their label in connection with the business of making and selling inks. We think that the complainant was entitled to this measure of protection."

In presenting its case the Thaddeus Davids Company emphasized that the decision would be of far-reaching importance in advertising and manufacturing circles, inasmuch as it affects thousands of trade-names consisting of the surnames of such manufacturers as Rogers, Edison, Westinghouse, etc.

Strong Code Adopted by Trade-Papers

Significant Action Taken at Meeting of New York Trade Press Association—Puffs and Write-Ups Banned—Agent on Relation of Service Departments to Agencies and Need of Harmony

LAST Friday's meeting of the New York Trade Press Association was given over to considering how the efficiency of the business press might be increased through the adoption of a "Standards of Practice." After a brief discussion, led by W. H. Ukers, of the *Tea & Coffee Trade Journal*, the following code was adopted:

1. To consider, first, the interests of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To refuse to publish "puffs," free reading notices or paid "write-ups"; to keep his reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"
5. To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.
6. To solicit subscriptions and advertising solely upon the merits of the publication.
7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements subject to proper and authentic verification.
8. To co-operate with all organizations and individuals engaged in creative advertising work.
9. To avoid unfair competition.
10. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

Speaking on "How the trade press can be made more efficient from the standpoint of a general advertising agent," O. H. Blackman, of the Blackman-Ross Co., expressed the wish that the advertising agent and trade-paper publisher could work in closer harmony. Mr. Blackman said in part: "Perhaps the worst feature of our relations to-day lies in the policy of some publishers in al-



“Atmosphere”

IT will stump you to define “atmosphere,” and you’ll probably explain that it is “class”—a word whose definition will simply bring you back to where you began. But you’ll instantly recognize the thing the word “atmosphere” represents, in booklets, folders and announcements printed on

STRATHMORE

COVERS AND PAPERS

Strathmore stocks have that “air” about them principally because of their superb quality. But, in addition, there is “know-how” and good taste in surfacing and tinting.

There’s a Strathmore cover or paper for every advertising need—and you will find that it’s always the best possible paper for the purpose.

Write for our cabinet of Sample Books, demonstrating the endless variety of weights, surfaces, and colors, together with perfect specimens of modern advertising art and printing.

Free to advertising men who place printing orders.



**STRATHMORE
PAPER CO.**

MITTINEAGUE, MASS., U.S.A.

Look at our Four Year Record on page 112.

Increased lineage year after year!

Third of the leading national weeklies in April total for four years!

Only two of all the national magazines, weeklies, etc. carried more separate *display* advertisements than the Christian Herald for the first four months of 1914.

This shows how many advertisers prefer the Christian Herald *because it pays*.

As a substantial, conservative advertising investment the Christian Herald is in a class by itself.

June issues still open.

Why wait?

\$1.50 a line. 300,000 circulation guaranteed.

Christian Herald

Bible House, New York

Chicago

Boston

lowing commission only when the account has never been solicited by them. This I believe is wrong. It has been our experience, in eight cases out of ten, that when we call in the trade-paper publisher to sit in conference over plans for using his medium, before the plan is consummated and the business placed, in some mysterious way that client will be solicited by that publisher, and our time and expense goes for nothing.

"I believe that this policy is unfair to the advertiser. I will admit that many publishers are better fitted to render special service in their field than the agency, but I contend that these service departments should be placed in competition with the agency. Either cut out commissions altogether, so that agents will have to charge a service fee, or allow an out-and-out commission without any strings attached to it. But when no commissions are allowed, the publisher in his own interests should not tack the cost of operating a service department on his rates and expect those advertisers who do not use service to pay for the service rendered others. A special service charge should be levied. It is already being done by a few papers. It should be universal. If nothing else it would place the agency in competition, and all concerned would benefit."

COST OF RUNNING A SERVICE AGENCY

Mr. Blackman also stated that when he first started in the agency business the customary division of commission was one-third for the man who developed and handled the account, one-third for overhead and service and the other third profit. To-day he said it took 45 per cent to 50 per cent of the 10 or 13 or 15 per cent commission to meet the overhead cost of running a modern service agency.

Harry Tipper, advertising manager of the Texas Company, spoke on how the efficiency of the trade press can be increased, and suggested that the trade papers should

gather together the various market data that come to them in correspondence and otherwise and pass these along to advertisers and prospective advertisers. "In this way," said Mr. Tipper, "the advertiser will see your field as you see it, and both advertiser and publisher will profit accordingly. It is not copy service that we advertisers need, but a better understanding of the many business markets which we are called upon to reach, and which we cannot hope to understand without the help of the man who is closest to them—the trade-paper publisher."

Other speakers of the evening were Harry D. Robbins, advertising manager of N. W. Halsey & Company; Manly M. Gillam; Charles D. Spaulding, advertising manager of *McCall's Magazine*; William H. Ingersoll, of Robert H. Ingersoll & Bro., and James Schermerhorn, of the *Detroit Times*.

Unique Premium and Demonstration Plan

Melrose toilet preparations, made by Willard White Company, Chicago, are being sold under a plan of holding special Melrose demonstrations at different retail stores. The inducement to attend is an offer of two late song successes, "In Beauty Land" and "Song of the Melrose," free to all women who visit the demonstration.

With each purchase of any of the Melrose toilet preparations the customer has her choice of one-quarter ounce of two different kinds of perfume—"La Petite Geraldine" and "Blue Melrose." The newspaper copy further calls attention to a free offer of samples of Melrose cream and Melrose face powder for a two-cent stamp.

Biblical Twist to Insurance Copy

In its current advertising in local papers the Peoria Life Insurance Company is attempting to prove that Joseph was the author and originator of modern life insurance. The copy reads: "Life insurance is as old as the corn-cribs of Egypt. Joseph said: 'Let us take one-fifth of the corn crop of the seven prosperous years and keep it as a provision for the seven years in which there will be no crop.' Thus the premiums were paid, and when the dark days came—in all the land of Egypt there was bread." The ad is illustrated with scenes showing Joseph and his followers storing away the fifth portion and coupons are attached, so that the reader can write in for a "specimen" policy.

THE STANDARD PAPER for BUSINESS STATIONERY



Old Hampshire Bond, like good clothes, looks well at your journey's end and will add influence to your argument.

Old Hampshire Bond

Write on your present letter-head and have us send you samples of this stock. If you care to include 10c. and get a liberal package of our Semi-Business stationery, it will come in handy some time when you want to write a note not on business.

HAMPSHIRE PAPER CO.

South Hadley Falls, Mass.

The only paper makers in the world making bond paper exclusively.

Printed
Monthly
in
Printers' Ink



The MAHIN

MAY 1914

CHICAGO

To advertisers who spend of their appropriations

FUNDAMENTALLY the advertising business is the same as any other. It requires capital, management, development and organization

It isn't any more mysterious than making shoes—but it requires just as much "know-how" to make advertisements that fit as to make shoes that fit.

"Know-how" isn't all. "Know-why" is even more important.

You have met many men who knew how to do many things, but forgot *why* they were done.

Organized advertising service couples the know-how and know-why of your own business with the know-how and know-why of its advertising.

The Mahin Advertising Company builds up and delivers advertising campaigns, prepared by experienced men who know the value of common-sense and the necessity of avoiding waste of energy and capital.

As a man who makes things to sell you know the great importance of putting every ounce of power possible in your summer and fall advertising.

To advertising men

Write us on your business plan for one
Each one of them tells something worth


"Why the Agency," an address covered M
Association of American Advertisers February

"Requisites of a Successful Salesman," an address by Footwe
Rankin before the Hipress Club, December
Goodrich Co., at their Convention
One national advertiser who read the booklet on
eighty copies to send out to his sales force

"The Value of Analysis," by Mr. Groth, a
subject, showing how you can employ the prin
of it in our own work. We have a great
on Mr. Groth's booklet. A national western
astically, saying he was employing the book
business, as the result of the personal of M
this booklet

"Human Appeal in Copy," a booklet by
the principles that dominate the of furni

MAHIN ADVERTISING COMPANY

 JOHN LEE MAHIN, President
WILBUR D. NESBIT, Vice-President

This is Messenger No. 15. Printed here and

NEWSPAPER MESSENGER

Mahin Service
Increases
Sales
Efficiency

U. S. A.

Tenth Floor MONROE BUILDING

sped fifty per cent or more
in the summer and fall

WE know the absolute necessity of producing advertising which will overcome that "put-it-off-till-tomorrow" tendency of the best-intentioned consumer.

We are ready and prepared to get right into your advertising work—and right now is the best time for us to begin.

Our organization can take hold of your advertising problems without any lost motion. It has the experience, the ability and the enthusiasm. Whatever the field, whatever the class of mediums, we are equipped to advise for or against and to prove why our recommendations are sound.

Advertising managers

for one or all of these booklets.
is some worth while.

covered by Mr. Mahin before the
February 25th, 1914.

"an address delivered by Mr.
Footwear Salesmen, of The B. F.
December 23rd, 1913, Akron, Ohio.
of Mr. Rankin's asked us for
to his sales force.

both, a masterful presentation of the
the principle, and how we make use
a great deal of favorable comment
A western manufacturer wrote enthusi-
of Mr. Groth's ideas in his own
this booklet.

ect by Mr. Nesbit, which presents
furnish our customers.

MONROE BUILDING COMPANY Monroe Building, Chicago
42d Street Bldg., New York

WM. H. RANKIN, Vice-President
A. GROTH, Secretary and Treasurer

Previous will be mailed you upon request.

We can prove to any advertiser, with summer and fall campaigns to consider, that Mahin service is absolutely the best "buy" he can make anywhere.

Why not phone, telegraph or write when you can call upon us and investigate for yourself the kind of service we are actually rendering to our customers in the use of Newspaper, Magazine, Farm Paper, Trade Paper, Street Car, Outdoor Space and Follow-Up Matter?

Long Distance Telephones:
Randolph 6600, Chicago;
Murray Hill 2632, New York.

Printers

A national advertiser recently made the statement that there are three kinds of printers—Mechanical, Art, and Professional. The first two kinds, he says, were in existence before he was, but the third is a product of the past decade.

According to his ideas, professional printers must know modern merchandising. They must be

thinkers

who have the knowledge and ability to plan a complete Advertising and Selling Campaign or to assist in this work as the conditions demand.

And to make any campaign or any individual piece of advertising successful, they must be

doers

—must have the organization and the equipment to produce the kind of printing a campaign requires, whether it be exploiting Electric Motor Cars or Threshing Machinery.

The Cargill Company is one of the printing organizations that have qualified in this modern school. Its product will help you sell your product.

The Cargill Company
Complete Printing Service
Grand Rapids Michigan

that dealers can show it to customers, and can offer any shoe listed, even though it may not be stocked. The wholesale prices are given on four detachable pages, just inside the front cover. Shoe prices are likely to fluctuate somewhat, and the company frequently issues revised price-lists in pamphlet form which the dealer can insert in place of the removable pages. If he wishes to loan the catalogue to a customer, he can remove the prices altogether.

IMPORTANCE OF THE ORDER-BLANK IN A CATALOGUE

It may look like an insignificant detail to include order-blanks in a catalogue, but its importance should not be overlooked. A properly arranged order-blank makes it easier to order than almost anything else you can name. In fact, it is a *temptation* to order. Who has not felt the itch to fill out a blank? There is no need to go into the psychology of the thing, though it would be instructive and possibly interesting. But the fact remains that the concern which furnishes an order-blank is more likely, other things being equal, to get the order than the concern which does not. The mail-order houses found this out long ago; and what is the "corner coupon" but a miniature order-blank?

The Manhattan Electrical Supply Company, Chicago, referred to earlier in this series in connection with the sending of catalogues to amateurs, goes so far as to distribute a book of order-blanks with each catalogue. Advertising Manager L. C. St. John writes: "The writer has always believed that an order-book is a necessary part of a catalogue. We send this order-book to all our customers who do not use regular requisition forms, together with a letter. We believe that if a prospect has our catalogue, and is taught to use an order-blank, and we keep him well supplied with them, we are more likely to get his business than the other fellow."

The letter which is sent with the order-book is as follows:

For your convenience as well as ours, we are mailing you under separate cover, one of our new time-saving order books.

If you use this book, you will have a carbon copy of your orders to check against goods received, and a permanent record of purchases made from us, to refer to when necessary.

Its use will also help us to render better service.

You will find carbon paper to make copy in the back of book and order card for new blanks on back cover.

We trust you will find this book a help to you, and thanking you for past favors, we are,

Yours for better service,

MANHATTAN ELECTRICAL SUPPLY CO.

Of course it goes without saying that every order which can be secured without sending a salesman after it lightens the burden which is placed upon the salesforce, and furthermore is an encouragement toward sales efficiency since the men do not have to spend so much time merely "taking orders."

ILLUSTRATIONS INSTEAD OF SAMPLES

In a previous series of articles, a year or so ago, mention was made of the experience of the Carter's Ink Company, the H. J. Heinz Company, the Rubberset Company, and others, in getting catalogue illustrations which would take the place of the samples carried by the salesmen. It looks like extravagance, perhaps, to pay for expensive three-color cuts and high-grade paper for a "trade catalogue," but it is plain economy if it will obviate the bother and expense of carting sample trunks around the country. So many concerns have been successful, to a greater or less extent, in substituting illustrations for samples, that it is worth careful investigation by any manufacturer whose line consists of a variety of products.

Reproduced on page 69 is a page from the 1914 Earl & Wilson catalogue, showing a fancy-bosom dress-shirt. That illustration has practically all of the features of a sample, since it is embossed so as to show the texture of the cloth. It is highly expensive, since in addition to the embossing there are two colors of ink and gold. Expensive, that is, purely from the standpoint of the cata-

logue builder. But Robert N. King, advertising manager for Earl & Wilson, says: "Past experience proves that dealers do not hesitate to order from catalogues without seeing samples." So it is easy to see where the expense is quite justified.

Libby, McNeill & Libby, Chicago, have gone one step farther. Not only does the company make illustrations take the place of samples, but the illustrations are

speak for Libby salesmen in general, we would have to say that the scheme has not worked out very well.

"The effective use of lantern slides depends entirely upon the man. There is a certain 'knack' needed to enable a salesman to get his small machine into action readily, get his curtain on the wall quickly, so as to have everything run off smoothly, such as getting correct focus, etc.

"We use the Victor Vi-opticon with a small two-and-one-half-by-three-inch slide, thus simplifying the operation as much as possible. But even in spite of this care on our part, we find that there are only a few salesmen in our organization who warm up to the proposition even in a degree.

"On the other hand, those who do use the lantern slides in place of samples are very enthusiastic about it, and a curious thing we notice in this connection is that these very salesmen's volumes are head and shoulders above the average. We have prepared, in connection with using slides showing the various products, a great number of picture slides showing our industries in various places, playing up well Libby in Hawaii, Libby in Alaska, Libby in Spain and Libby in California.

"If I were a salesman and on the road, it seems to me I would just work this picture business to death, for there has yet to be found a more effective scheme for holding the interest of jobbers than a well-selected set of views showing the manufacture of the product and the finished product."

REACHING NEW CLASSES OF PROSPECTS

There is still another place where catalogues, rightly used, can help the sales-force, and that is in stimulating salesmen to tackle new classes of prospects. A salesman naturally desires to spend his time where the chances of success are greatest, and he often hesitates to tackle a prospect which he regards as "doubtful." The sales manager may be perfectly confident that the goods



DRESS SHIRT

For years Earl & Wilson have enjoyed the reputation of manufacturing dress shirts worthy to be known as TROY'S BEST PRODUCT.
In addition to the single line of white button shirts will be found shirts with French Pique, washman tucked, plaid and embroidered buttons, cuffs to match, both folded and plain and in a variety of material and grades to meet every requirement.

THE EMBOSSED ILLUSTRATION SERVES AS A SAMPLE

reproduced on lantern slides and used by the salesmen in delivering their selling talks. Perhaps it is not strictly a catalogue proposition, but the company's experience is important as showing what can be done with pictures in place of the goods themselves. The slides have been in use since last fall, and the results are thus summed up by O. C. Mosley:

"If we were to speak for a few salesmen we would say that the scheme of substituting lantern slides for samples has proved a huge success; but if we were to

can be sold to garages, for example, but if the salesman has never sold to anybody but automobile manufacturers he may not think so. One of the problems which the Burroughs Adding Machine Company's "retail book" (described in the third article of this series, in *PRINTERS' INK* for April 30) was designed to solve grew out of the reluctance of the sales-force to call upon retailers. The salesman who had never sold an adding machine to anybody except banks and large wholesale and manufacturing concerns, thought it would be a sheer waste of time and energy to go after small retailers. "I might sell a department store," he said; "but a small retailer—scarcely!"

RETURN CARDS IN BOOKS

But in each of the retail books which went out there was a return card on which the dealer could request further information—without charge—about any system described in the book. The information was supplied direct from the home office, of course, and the cards were forwarded to the proper branch office, together with a copy of what had been sent to the dealer. By the time a branch had received a dozen or two of these cards it awoke to the fact that perhaps there was some use paying attention to retailers. Thus the book, while stimulating future business for the company, at the same time stimulated the sales-force to look after an undeveloped part of the field.

Many manufacturers of specialties, particularly in mechanical and electrical lines, find it profitable to do a jobbing business in other kindred lines. This adds to the volume of business, and serves to reduce the selling cost and freight per item. But it is frequently difficult to get the salesmen to pay proper attention to the jobbing lines. A special booklet to inspire a "come-back" in the shape of a return card, which can be handed on to the salesman, can be used to good advantage under those conditions. It is a case of proving that prospects do

show interest in the side-lines, and the catalogue plus return card can frequently accomplish it when argument fails.

The preceding articles have dealt with the catalogue as it is affected by market conditions. Future articles will discuss the subject of how the product itself determines what form the catalogue should take.

Michigan Law Constitutional

Judge Connolly, of Detroit, has ruled in the case against Lafer Bros., who advertised freshly churned butter and sold oleo, that the Michigan fraudulent advertising law is constitutional. It had been the contention of local attorneys, including the prosecuting attorney, that the title to "regulate and prohibit" false and misleading advertising was broader than the act itself and that in consequence the act was unconstitutional.

Van Camp in Fish-Canning Field

The California Tunny Fish Company, of Los Angeles, has been purchased by a syndicate headed by Gilbert C. Van Camp, son of the head of the Van Camp Packing Company. A new company, to be known as the Van Camp Sea Food Company, capitalized at \$200,000, has been formed and it is understood that its products will be marketed through the Van Camp Packing Company, of Indianapolis.

Sisson Gives All His Time to Lesan Agency

The H. E. Lesan Advertising Agency, Inc., New York, announces that Francis H. Sisson, secretary and advertising manager of the American Real Estate Company, of New York, who has been acting as first vice-president and counsel of the agency, now has charge of the executive, financial and service departments of the agency and will devote his time to its service.

A. T. Hugg Appointed

Arthur T. Hugg, formerly in the advertising department of the Burroughs Adding Machine Company, has been appointed advertising manager of the Detroit Steel Products Company. Mr. Hugg was editor of the *Burroughs Bulletin* and in his new position will be engaged largely in the production of the house-organ featuring Fenestra windows and steel springs.

William P. Rose has resigned as advertising manager of the *Erie, Pa., Herald* to become promotion manager of the *Washington Post*.

Getting to the Man Who Signs the Checks

The secret of advertising, like the secret of selling, is getting to the right man—the man who signs the checks; dictates the firm's policies; decides the firm's purchases.

You won't find this man in the bookkeeping department or in the transportation department. He is right in the private office. He is the executive head of the business, the man who conceived the idea that the business is built upon, and the man who, above all else, must keep in touch with new, scientific developments, with new patents, with new discoveries.

That is why he reads the Scientific American. He has to keep in touch with the world's progress. He must know what is going on. He is the man you will reach with your selling story if in the

SCIENTIFIC AMERICAN

ALLAN C. HOFFMAN, Advertising Manager

361 BROADWAY
NEW YORK

PEOPLES GAS BLDG.
CHICAGO

Pitfalls in Writing True-to-Life Copy

Inconsistencies in "Realistic" Advertisements — The Danger of Mingling Fanciful and Fact Elements Shown in Some Recent Copy—Novelty and Force Possible without Distortion of Facts

By Roger McConnell

A RECENT clothing advertisement opens fire with a near-photographic representation of Rockefeller, Carnegie, Morgan, Hill and other familiar figures artistically grouped about a board-room table, wearing every facial symptom of respectful admiration as they gaze upon the glittering front presented by an advertising-section Adonis, clad, of course, in a too perfect suit of the clothes in question.

Acquitting the advertiser of any intent to deceive, it is still worthy of notice that every detail of drawing, headline and text tends to convey the impression that the scene is offered as having been drawn faithfully from life—an impression strengthened in this particular case by the fact that the excellent advertisements preceding and following this one are actually true to life and succeed admirably in creating an atmosphere of reality by the deft employment of the very means adopted in this instance to lend color to an obvious impossibility.

If treatment and text stamped the advertisement as frankly fanciful, objection to it would disappear, except that it might be argued that to conceive the "men at the top" in the act of doing reverence to an eighteen-dollar suit is putting a rather severe strain even on fancy. But as the advertisement clearly seeks admission to the "true-to-life" class, as every possible effort is made to simulate reality, the obvious departure from the possibilities tends to create in the least analytical mind a vague, unreasoning distrust which is the very opposite of the mental attitude most conducive to purchase.

Departures of this sort are suffi-

ciently frequent in the very best advertising to justify a little serious consideration. Suppose we begin by admitting again that advertising, to be effective, must first attract and then convince. We used to lean a little too much toward attraction, and neglect the need of carrying conviction to the mind behind the fascinated eye. Later on we had a revulsion of feeling which led us to forget the need of attraction and specialize on small-typed reasons—why which offered scant inducement to the wandering glance. Nowadays we have struck somewhere near the golden middle and most of our advertising seeks more or less intelligently to combine attraction and conviction in judicious proportions.

AN EFFECTIVE WAY

One easy, effective way of doing this is the use of the true-to-life setting, which, even when poorly handled, carries a degree of attraction and conviction which only skill can put into advertising of the other class. To show the value of the advertised commodity by reproducing on the printed page conditions with which the reader is familiar, to make it easy for the reader to imagine himself already in possession of the article advertised, to bring its convenience, pleasure possibilities, economy or comfort straight home to his familiar surroundings—all this is not only attractive to most of us, but strongly persuasive as well.

But none of this implies any denial of the value of the fanciful brand of advertising, which has its uses and its place in the best craftsmanship of the day and can exhibit some of the greatest successes as proofs of its merit. Spotless Town is in nowise true to life; the Gold Dust Twins are obviously fiction; Mars and Venus in chastely nude Cushing outlines, displayed in the act of driving a motor along some Olympic speedway, are far away from the realities, but nobody denies the effectiveness of these and a hundred other types of whimsical appeal.

A mixture of two excellent things, however, is not always ap-

petizing, or wholesome, either. And mixing fact and fancy in advertising is a ticklish business—possible, to be sure, but demanding a sure delicacy of touch which few of us possess and which even those few do not always employ wisely.

LITTLE PEARL AND THE ENCYCLOPEDIA

Here is a specimen of the mixture carelessly made. I had bought an encyclopedia which pleased me greatly, and took occasion to recommend it to a friend of mine who was thinking about buying one, too. A little later I asked him if he had followed my advice.

"Well, no," he confessed. "I finally bought the so-and-so, instead. That one you recommended"—he hesitated as though ashamed of the reason—"I was going to buy it, after what you said, but I ran across an advertisement of it. There sat Pa and Ma, and Uncle and Grandpa, and Jimmie and even Baby Pearl, all

gathered around the reading-lamp, every blessed one of 'em buried in a section of that encyclopedia and everybody looking pleased simply pink! It was so blamed silly I just couldn't get interested in it after that!"

Remembering that advertisement, I don't blame him. Admitting the danger of criticising from the outside, it is hard to imagine any good excuse for side-stepping all the endless possibilities which even the poorest encyclopedia offers the ad man to use an obviously falsely founded appeal which has been worn threadbare by every beginner since advertising was invented. And, wandering from the topic for a minute, isn't it about time that "pleased pink" look is called in? If it isn't even wearier than "best" and "write to-day," I'm no judge!

The old legal dictum to the effect that falsity in one thing implies falsity in everything may be poor logic, but it is mighty sound human nature. Catch the most truthful man alive in one little lie,

W. H. SIMPSON

Says:

Adv. Mgr. The Atchison, Topeka and Santa Fe Railway

"For several winters the Santa Fe has advertised its best trains and the Grand Canyon in *The Atlantic Monthly*. Results have been very satisfactory. This is not a guess, but a fact, based on a thorough "try-out." Personally I enjoy reading *The Atlantic*. It always gives me something to think about that is worth while."

From January to May, 1914, compared with same period in 1913 the increase in advertising revenue of *The Atlantic Monthly* was 45%



and you put him in your private Ananias Club forever. In an effort to convince a reader of something which he must take utterly on faith, and in asking him to back his belief with real money, to introduce an element which can even be stretched to seem false is pretty poor business. It makes little difference whether or not the falsity has a direct or essential bearing on the argument, except, perhaps, that it is more excusable when its presence, if not detected, may heighten the effect, than when it is absolutely gratuitous.

UNDERWEAR IN PUBLIC

Underwear advertising is apparently very prone to this type of error, and there is a reason why it should be. The only place in which undergarments may be depicted as in actual use is the dressing-room. Underwear advertisers want realistic advertisements, and they are tired of the bedchamber setting, with plenty of cause, for the changes have been rung on it until to get a new angle seems absolutely impossible. Wherefore we are confronted with frequent attempts to portray utterly impossible scenes in faithfully realistic fashion. We are asked to credit statements which begin by showing us an almost-photograph of My Fine Lady abroad in astounding undress; we are invited to place faith in appeals which show us lifelike pictures of Pa and Ma and Uncle Bill and Sister Jessie unconventionally sporting their respective types of Blank's Union Suits in a primitive condition of innocence; corsets, combinations, kneelengths, tailless shirts and chemises mingle *sans peur* and *sans reproche* in ballroom or at ball game. We have grown so familiar with this sort of thing that possibly the incidental fallacy escapes notice as a general rule, but I confess that it influences me, in spite of the fact that after having wrestled with the same problem myself I have a lively sympathy for those who settle it by mixing more than a little fiction with their fact.

I have never been able to overcome a prejudice against one of

the best-advertised lines of underwear, simply because its advertising is a chronic offender against the verities. Several clerks have offered it to me, but, every time, the memory of some lifelike picture of a union-suited athlete leaping the hurdles or playing basket-ball comes back to vex me, and I choose something else. I know, of course, that there is no intent to deceive me when I am shown a realistic picture of a pole-vaulter clearing the bar in his underclothes, but I persist in harboring just a trace of distrust in the advertising which employs that impossible illustration as part of its appeal.

Nor does the fact that this advertising is unusually successful serve to answer this objection, for there is always room for improvement in every success. Knowing for the best of reasons that one possible buyer is repelled by a basically illogical appeal, I am justified in assuming the existence of others, and at least within the possibilities in suggesting that success under this handicap only indicates still larger success to be had were the handicap removed.

I remember one instance, however, in which an underwear advertiser achieved this compromise admirably, though his effort deserved a wider circulation and a better setting than it got. It was a crude affair, inserted in an up-State country weekly by a small dealer in a little farming town. The drawing roughly depicted a man waking up in church, sleep-walking in a union suit—that near-universal dream horror which we all know more or less intimately. The caption and text proclaimed, clumsily, that this nightmare would have no more terrors for the man who adopted Dash's Union Suits—for if the dream were to come true, the proud wearer of those garments would feel only gratification in the display!

The whimsical admixture of fact and fancy "got by," because dreams needn't be logical, and the dream itself was familiar enough to give the touch of realism which pointed the appeal. But outside of dreams there aren't many good ways around this difficulty, and

America's Telephones Lead the World Service Best—Cost Lowest

from "London Daily Mail"

Why is it that Government ownership and management of the telephones is practically always a failure?

Why is it that throughout the length and breadth of Great Britain and the Continent hardly a single efficient long-distance service is to be found? Why is it that in New York one

from "Electrical Industries" (London)

THERE is a certain amount of satisfaction in the fact that Mr. Winston Churchill got so angry over the freaks of the telephone that other day that he flung his receiver on the floor. As a member of the Government which purchased the telephone system, he deserves all the torture that Post Office working can inflict. But his rage, doubtless

From "Le Petit Phare de Nantes," Paris

"But today I found I had to talk with Saint-Malo, and, wishing to be put through quickly, I had my name inscribed on the waiting list first thing in the morning; the operator told me—though very amiably, I must confess—that I would have to wait thirteen hours and ten minutes (you are reading it right) in order to be put through."

Herr Wendel, in the German Diet.

"I refer here to Freiberg. There the entire telephone service is interrupted at 9 o'clock p. m. Five minutes after 9 o'clock it is impossible to obtain a telephone connection."

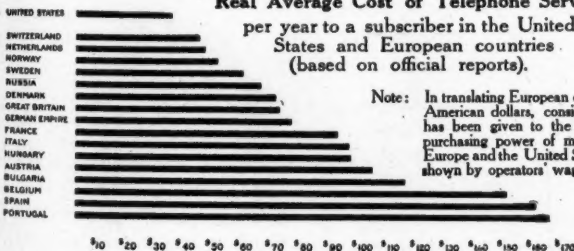
Herr Haberland, Deputy, in the Reichstag

"The average time required to get a connection with Berlin is now 1½ hours. Our business life and trade suffer considerably on account of this lack of telephone facilities, which exists not only between Düsseldorf and Berlin and between Berlin and the West, but also between other towns, such as Strassburg, Antwerp, etc."

Dr. R. Luther, in the Dresdner Anzeiger

"In the year 1913, 36 years after the discovery of the electro-magnetic telephone, in the age of the beginning of wireless telegraphy, one of the largest cities of Germany, Dresden, with half a million inhabitants, is without adequate telephone facilities."

Real Average Cost of Telephone Service
per year to a subscriber in the United States and European countries (based on official reports).



Note: In translating European cost into American dollars, consideration has been given to the relative purchasing power of money in Europe and the United States as shown by operators' wages.

These are the reasons why there are twelve times as many telephones for each hundred persons in the United States as in Europe.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

"We have to take our 'Hats Off' to Coupon Bond as it stands in a class by itself. We would not be without it, now that we have become acquainted with its merits."

BRISCOE MFG. CO.

Newark, N. J.



COUPON BOND

Fac-simile Water-mark

The DeLuxe Business Paper
One of the "Eagle A" Water-
Marked Line

Why not acquaint
yourself now with
the superior merits
of Coupon Bond?

Send for our Port-
folio of Printed,
Lithographed and
Die-Stamped
Business Forms
on the White and
Six attractive
Colors of Coupon
Bond.

AMERICAN-WRITING-PAPER-COMPANY
31 Main Street, Holyoke, Massachusetts

most attempts to get "something different" only lead to something worse. A hackneyed sound appeal is better than an unsound argument, however novel it may be.

It will be a long time before I buy the garter which bid for my patronage a month or two back by showing me a picture of young Mr. Advertising Adonis in the act of explaining to a damsel, obviously his gratified hostess, the peculiar merits of the garter in question, his trouser-leg rolled up for demonstration purposes! Possibly my private preference for straight facts and sound logic prejudices me unduly against these fallaciously realistic illustrations of impossible scenes; certainly they must be more effective with some buyers than with me, and possibly more effective in some cases even than the straightforward approach. I find, however, in the experiments I have been able to make, that a very fair share of those with whom I discuss the matter incline to my view. And at least it seems possible that there is a way of getting novelty and force into advertising of even this constricted type without offending the prejudices of those who dislike to be offered a distorted truth in the guise of sober fact. But even excluding this class of articles from the consideration, in view of their limited possibilities in the way of illustration, there remain plenty of cases in which the same offense against the verities lacks any shadow of excuse.

CHEWING TOBACCO AND THE CROWNED HEADS

For instance, not very long ago we were invited to experiment with a brand of chewing-gum, which headed its advertisements with a realistic drawing of an irreproachably Britannic butler offering a post-prandial quid to a high-life dinner party in full regalia! If we have to prepare advertising for the type of intelligence which is remotely susceptible to an approach of this absurd type, it is time we put up the shutters and reverted to the town crier and the bulletin oak. I have heard this particular offence de-

fended by a clever advertising man on the ground that, ethics aside, the people who are susceptible to chewing-gum advertising have only a literary acquaintance with the usages of "swell" dinners, and those who know enough about butlers and open-face clothes to spot the falsity of the scene would not buy gum anyway.

Taking this defence seriously, as it was offered, I submit that dinner-goers do use gum, and that non-dinner-goers are, as a class, far from the degree of stupidity which would be necessary before placing any faith in such an appeal. It may possibly be good business to try to fool the hopeless "low-brow" into believing that the higher orders of humanity affect an article designed for his humble taste, but I question whether any such absurdity as this can be made to resemble the truth, even to the least intelligent readers of the least intelligent publications. Certainly it is a prima facie impossibility in the case of those who read the first-class media which carried the advertisement.

The instance brings to mind a poster which hung in a rural smithy known to my early days, averring that a certain brand of chewing-plug was "positively used by all the crowned heads of Europe!" Some of the patrons of that shop weren't overly alert, mentally, but I remember that even the dullest of them used to stand before that poster and chuckle over its perennial jest. To be sure, the highly colored cut which depicted the "crowned heads" included that of Queen Victoria, and possibly this was the final straw that fractured the strained rustic credulity. Of the two, I vote the plug poster the better advertising, for it drew many a laugh, while there wasn't a glimmer of fun in the chewing-gum affair.

Taking a totally different type of the fact-fiction mixture, does the policy of using trick illustrations which show a tin of potted meat as twice the size of a hogs-head compare favorably with the plan of showing the size of the package in its actual scale? Nat-

Greater Omaha's Greatest Newspaper

Greater in April by 34 per cent more advertising than the next paper, and 44 per cent more than the third.

Showing the largest advertising gains over April of last year—notwithstanding the fact that we refused hundreds of dollars worth of objectionable advertising. Truly a CLEAN lead!

The only paper in Omaha that ever publishes the amount of advertising carried by the three papers. Naturally!

Eighty-five per cent of the 36,000 English reading homes in Greater Omaha are reading the World-Herald—the only paper in the field that does not resort to premiums!

Daily Circulation, 61,000
8c a line

Sunday Circulation, 47,000
7c a line

The World-Herald

Omaha, Neb.

VERREE & CONKLIN, INC.

Special Representative

Brunswick Bldg.
New York

Steger Bldg.
Chicago

urally, in the case in question, only an "outpatient of Bedlam" would conclude that he would need a motor truck to carry home his purchase, but doesn't this persistent exaggeration of the package tend to prepare the most intelligent reader for a subconscious disappointment when he discovers that, after all, the "big tin" will slip into his pocket? Isn't this paying pretty steeply for the attention value of the bizarre?

It has been advanced in rebuttal that advertisement readers do not notice these inconsistencies, but the assertion does not match well with a belief in the power of good advertising to attract, persuade and convince. If the reader cannot detect incidental fictions, how can he follow a "reason-why" appeal through to a logical climax? And theories aside, it isn't very long since the accidental omission of a wedding ring in one of the telephone advertisements brought in a big bunch of comment before the advertisement was a day old. Whether or not the common eye is keen to detect these wanderings from the truth, it is surely only common sense to avoid any question by giving it as few as possible to detect.

Later and better advertisers than Barnum unite in disagreeing with him. The people do *not* like to be humbugged, and if they can help it, won't be. We have come to believe that truth is quite as good in business as in ethics. Barring a few tough old unregenerates who have survived from the buccaneer period of the business, we believe in making advertising reveal facts, not conceal them. And in that process it won't do us a bit of harm to learn a little lesson from the wisdom of the old-time fakirs who have all but disappeared from decent print. Completely as they misunderstood the nature of the instrument they misused, not one of them but cultivated the appearance of truth as sedulously as he shunned its reality. They did not realize the value of telling the truth, to be sure, but they had a thoroughly accurate idea of the folly of looking like liars!

Colored Newspaper Ad in Chicago

A page department store advertisement in three colors run by Charles A. Stevens & Bros. in Chicago in a recent Sunday paper is said to have produced as many sales in half a day as was produced during the corresponding week of 1913.

It was announced that the day following the appearance of the ad was the largest from a sales point in the history of the store. The Stevens store is said to be the first department store in Chicago to use three colors in its advertising.

New Product Introduced in Chicago

The Sawyer Biscuit Company, of Chicago, is using its established distribution for Crispo Soda Crackers as a means of starting sales for Crispo Sugar Wafers. In exchange for four wrappers from Crispo Soda Crackers, which sell at five cents a package, the grocer is instructed to give the customer a full-sized ten-cent package of Crispo Sugar Wafers. This offer is confined to Chicago and suburbs and is made for one month only.

Employees' Health as Copy Appeal

The Corby Baking Company, Washington, D. C., is using newspaper space to announce to its employees that the company has engaged the services of a physician to consult all employees once a week in regard to their physical condition and general health. The copy is in the form of a letter directed personally to employees.

Ross Leaves Kellogg

Andrew Ross, vice-president, sales manager, director, and one of the largest stockholders of The Kellogg Toasted Corn Flake Company, Battle Creek, Mich., has resigned, and it is said he will head a company, backed by Eastern capital, which will make a food product.

Kiefer Leaves General Vehicle Company

Wm. H. Kiefer has resigned as assistant to the advertising manager of the General Vehicle Co., Inc., Long Island City, to become advertising manager of the Edison Portland Cement Company, New York.

Crex Company Appoints Advertising Manager

Edward L. Gilbert, formerly with the Wyckoff Advertising Company, has become advertising manager of the Crex Carpet Company, New York.

Where to Draw the Free Publicity Line

Talcott Williams, Dean of Pulitzer School, Explains How Man at the Desk Can Discriminate—Manager Palmer, of the A. N. P. A., Shows Up a Few Press-Agent Schemes

THE feature of the annual meeting of the Advertising Men's League, held at the Aldine Club, New York, on May 7, was an address by Talcott Williams, Dean of the Pulitzer School of Journalism, in which he laid down working rules to guide editors in deciding what to use of the free publicity offered them. Dean Williams is an old newspaper editor and he was speaking out of his experience with press-agents.

Dean Williams said the man at the desk should oftentimes base his judgment respecting stories on the question of whether or not the concern involved was a "going concern." He explained that he should call any concern a "going" one which was run for a profit, thus excluding charitable institutions, churches or schools not run for a profit.

He said the laws of various States clearly distinguish the associations organized for profit and require that these shall pay taxes, while those organized to be conducted not for profit are not required to pay taxes on the property on which no profit is made. He added that the United States is the only country which makes this clear distinction.

"The instant one of these corporations has property it uses for profit," said Dr. Williams, "that property comes under the law of taxation."

This, in the opinion of the speaker, indicates a distinct attitude which publishers can adopt toward free publicity.

Another principle in regard to dealing with free publicity which Dr. Williams emphasized is that a newspaper has a certain duty to the whole structure of society and everyone in it. "In Oregon," he said, "a newspaper would do right

to be making much of apple week, but in Florida apple week wouldn't have the call over the orange week. When we are dealing with publicity we must remember the locality."

POLICY AS REGARDS STORIES OF NEW DISCOVERIES

"What is the relation of publicity to the new discovery and the new advance of science?" queried the speaker. "It was 37 years ago I sat by Thomas Edison. He was working on the model of the phonograph. He was working in the patent office. I was a correspondent in Washington then. I sent a half column to the New York *World* on the invention of the machine, which talked for the first time that day. There was no question but that it was news. True, it became a money-making concern, but the news value of the publicity given to this private interest rested on an entirely different basis. You can make no broad blanket statement to cover all phases of the question.

"It is the editor's duty to consider the public in regard to tendencies such as the full train-crew bill, advancing freight rates, etc. Those who make a profit for hauling freight ought to do their share of advertising. Can any man believe that if in 1905, when the storm gathered for the railroads, they had started to set aside every year a definite sum for publicity and had used it they would stand to-day like King Lear, discredited corporations swept by the blasts and storms of popular disapproval?"

L. B. Palmer, manager of the American Newspaper Publishers' Association, spoke on the ways and means used by press-agents to get free publicity and cited definite examples which were backed up by the reading of correspondence from press-agents.

THREE CLASSES OF PRESS-AGENTS

Mr. Palmer said that the newspapers first began to sit up and take notice about the time the "Merry Widow" hat came into vogue. He told of a story about

widening the entrance of a New York hotel so a girl could get through with her new "Merry Widow" hat.

"If it's news as the editor sees it, it will be printed," said the speaker, who went on to divide the press-agents with whom the A. N. P. A. is familiar into three classes—the obvious, the class with a "kick," and the romantic.

An example of the obvious class is a harvesting-machine company, which wrote to newspapers and told of a contemplated campaign and requested editorial mention of the company's new book on bean and pea culture. Another example is the national "clean-up and paint-up" week.

A LIST OF VARIOUS "WEEKS" AND "DAYS"

Mr. Palmer named various "weeks" and "days" which the long-suffering newspapers have been asked to boost gratis. These include "salmon day," "child-labor day," "Vinol week," "textile week," "raisin day," "coffee week," "national apple day," "oyster week." "Coffee week," said Mr. Palmer, "will include about everything in the form of publicity except paid advertising in the newspapers and magazines."

Mr. Palmer then gave attention to the "class with the reverse English or a kick to it." "This includes," he said, "something done by an advertiser to create a condition on which to predicate his press-agentry." The Union Pacific, a big advertiser, spends eighteen or twenty thousand dollars to get a lecturer to go around the country. Possibly the venture is to advertise the country about which he lectures, but the railroad isn't kept in the background. The newspapers report the lectures and the railroad profits thereby.

THE CLEVERNESS OF THE ROMANCERS

The next class Mr. Palmer headed "Romance," and he referred to a story in a Chicago Sunday newspaper which told of a \$1,000 bill being found in the lobby of the Majestic Theatre,

and set forth the claim that the bill was probably a part of the spoils of a recent well-known Chicago robbery. In this same class were placed the following:

Plan of a Chicago press-agent to present a phonograph record of Sarah Bernhardt's voice to the Field Museum. The record was to be of gold and the papers featured the story.

The Hotel McAlpin, New York, was named as employing a clever press-agent and some of the stories which she is credited with getting "across" involve the tale of a rich guest who would throw gold from a balcony of the hotel on a certain morning.

Then there was the story of an underground passage to be built from the McAlpin to the Waldorf. Another celebrated yarn featuring this hotel set forth the difficulties experienced by workmen with a 50-ton girder. The large piece of steel, perfectly balanced, was being hoisted to its resting-place over the partially built lobby of the hotel, so the story went, and just as it was about to be set in place a flock of pigeons alighted on one end of the steel beam, upset the balance and it took a large force of workmen over an hour to restore the balance.

MOTIVE OF ONE CRUSADE DISCOVERED

Mr. Palmer told of an investigation to run down the backers of the "Tin Milk Can Campaign" of Cleveland. The correspondence which the campaigners sent to newspapers played up the unhealthfulness of tin containers and named the Rockefeller Building as campaign headquarters. An investigator found that the originators of the scheme were manufacturers of a glass-lined milk container and the "Tin Milk Crusade" was simply a means to boost their own game.

Under the "Uncertain class" Mr. Palmer explained that some time ago newspapers received press-agent stories from the "Electric News Bureau, New York." The A. N. P. A. investigated the origin of these stories

and, while it couldn't find the bureau at the address given, it did find the New York office of a manufacturer of electric machinery.

Mr. Palmer showed the seamy side of a scheme originated by a syndicate in the West which, on receipt of \$1.50 from a dentist, promised to double his practice by "putting across" ten stories on the care of the teeth in local newspapers.

He concluded by saying that a change was surely taking place in the view-point of editors in regard to press-agentry, and he said he looked for the time soon to come when all matter which was "loaded" would be detected in the newspaper offices without any outside help.

James Schermerhorn, of the Detroit Times, was inclined to differ a bit with Mr. Palmer. He said he thought the giving of free publicity should depend on whether or not the printing of it would be of public service. If so the story should go in the paper irrespective of who sent it in.

A delegation from the Fifth Avenue Association of New York attended the meeting and it was announced that the association, which is composed of retail merchants, expects to co-operate with the Ad Men's League in suppressing fraudulent advertising in New York City.

Balloting, which took place before the speech-making, endorsed the nominating committee's selections of officers, and the entire ticket printed in PRINTERS' INK, April 9, was elected.

National Cloak and Suit's Expansion

It is reported in Wall Street that the National Cloak & Suit Co., New York mail-order house, is planning an increase in capital and the erection of two buildings. It is understood that the plans call for \$5,000,000 of seven per cent cumulative preferred stock and \$12,000,000 common stock.

The company, it is said, proposes to add a line of men's wearing apparel to its other lines, upon which it is now doing an annual business of about \$13,000,000.

The Worcester Post has appointed Stevens & King representatives in New York and Chicago.

Keeley Purchases Two Chicago Dailies

"Record-Herald" and "Inter-Ocean" Consolidated and the New Paper Appeared Last Monday for First Time—Keeley's Statement of Policies—New Name for the Newspaper Undecided

THE Chicago *Record-Herald* and Chicago *Inter-Ocean* were sold May 7 and consolidated, the change taking place on Monday, May 11. James Keeley, former general manager and vice-president of the Chicago *Tribune*, purchased the two properties and will publish the consolidated newspaper for the present under the name of the Chicago *Record-Herald* and *Inter-Ocean*.

Mr. Keeley will control the editorial policies, and W. W. Chapin, recently publisher of the Seattle *Post-Intelligencer* and the San Francisco *Call*, will be publisher. Mr. Chapin is a son-in-law of James Wilson, a Seattle newspaper publisher.

Mr. Keeley issued a statement saying that the *Record-Herald* and *Inter-Ocean* were purchased free of all debts and obligations of every kind; that the consolidated paper will be independent in politics and every other phase of activity. It will endeavor to be a constructive force in Chicago and the great Central West. It will work for the upbuilding, physically, commercially and morally, of the city in which it has its home, and in national affairs will strive to uphold the hands of those who are laboring for the welfare of the people as a whole; that cleanliness and accuracy, in so far as it is humanly possible, will control its news and advertising columns, and sanity will be the governing factor in the editorial treatment of men, women, measures and affairs.

The publication office of the combined papers is now located at 163 West Washington Street, the former location of the *Record-Herald*.

The purchase price for the *Record-Herald* has not been made public. The *Inter-Ocean* was first

sold to George Wheeler Hinman, its former owner, the purchase price being \$50,000. Mr. Hinman at once resold the property to Mr. Keeley.

In the sale of the *Record-Herald* the bondholders' reorganization committee agreed to hand over the \$2,300,000 bonds at a stipulated price, as well as the nominal \$1,750,000 worth of stock. This stock, which was donated last week to the bondholders by Victor F. Lawson, is similarly thrown in as a gift to Mr. Keeley.

A member of the reorganization committee is authority for the statement that the total bonded indebtedness of the *Record-Herald*, amounting to \$2,300,000 par, was liquidated with preferred stock in the new Keeley organization, totaling \$1,265,000. This stock, issued in \$100 units, will be distributed to about thirty-five former bondholders of the *Record-Herald*. No cash figured in the transaction.

Owing to the absence from Chicago of R. R. McCormack, president of the Tribune Company, no announcement has been made regarding the successor to Mr. Keeley in the Tribune organization.

Mr. Keeley has diplomatically invited the public to have a part in deciding what the name of the consolidated paper will be. In an announcement on the first page of Monday's paper, headed, "Which Name Shall It Be?" Mr. Keeley says:

"Shall it be the *Herald*? Shall it be the *Record*? Shall it be the *Times*? Shall it be the *Inter-Ocean*? Which is the name that appeals most strongly to you? What is the reason why you prefer it to one of the others?

"Write like one of the home folks to a member of the family, for we are all of one family, associates in the home every day, and we must fix on the name that is to bind us more and more closely together. Write early, because it will never do to be late with the christening. Address your letters to 'The Name Editor.' When the name is chosen, then we'll have a christening."

The Chicago *Inter-Ocean* was founded in 1865 by the late Charles A. Dana, of the New York *Sun*.

Statistics on "Clean-Up Week" Advertising

In a recent address before the Poor Richard Club, of Philadelphia, Chief Connell, of the Highway Department of Philadelphia, talked for the most part on the results of clean-up week. He pronounced the advertising and publicity the chief factors in the success.

"We had twice as much advertising this year as last," said Mr. Connell, "and our clean-up campaign was just twice as effective. The success of the campaign is directly proportional to the amount of advertising we do."

"Our idea in advertising was to concentrate attention on clean-up week. We wanted the co-operation of every householder in the city, so that all the house-cleaning would be done in a single week."

"The only way to focus attention on our plan was to advertise. Without plenty of publicity the house-cleaning would have been spread over the whole year, and it would have been impossible to remove the rubbish in one week." He stated that the amount of dirt and rubbish removed, if piled in a city block, would tower 22 feet high.

The advertising campaign conducted for several weeks before the clean-up was begun included 6,800 signs in trolley cars, 20,000 cards in windows of business houses, 750,000 stickers, 300,000 one-sheet posters, 27,000 advertising signs in trolley cars, 75,000 banners, 250,000 clean-up-week bulletins, 1,000,000 pamphlets distributed through department and retail stores, 100,000 buttons for children, 200,000 blotters, and 150,000 circulars. Mr. Connell made a plea to the men that they use their influence to have the clean-up week propaganda continue throughout the year. He said that the city at the present is less likely to suffer from fires because of the absence of fire-breeds.

Increase in Cigarette Sales

For the first two months of 1914 the increase in sales of cigarettes for the United States, as shown by Government returns, amounted to only 8,000,000 cigarettes. In the same period, however, American Tobacco increased its cigarette sales by 200,000,000 cigarettes, or 20 per cent, over last year. This would indicate a falling off in cigarette sales as compared with a year ago by several of the other large parts of the old tobacco combination.

In April American Tobacco Company increased its cigarette sales over 1913 by 100,000,000 cigarettes. In the same month the sales of little cigars by American Tobacco Company increased 25 per cent over last year. Every other department of American Tobacco Company has shown an increase in business for the first four months of 1914 as compared with last year.—*Boston News Bureau*.

"In the Spotlight"

"WHEN I advertise in The American Magazine," said an advertiser to us the other day, "there I am on that big, beautiful page—right alongside the work of the editors, writers and artists. I feel as if I were *in the spotlight*. No wonder I take care to have my copy right."

The American Magazine

Lee W. Maxwell, Advertising Manager

An Investigator's Report on Exclusive Agencies

More Facts Showing the Attitude of Dealers

By M. Zimmerman

II

IN some particular products it is necessary that an exclusive agency be operated in order to maintain the standard of the product as far as quality is concerned.

This is so in the candy business. I find the Whitman and the Huyler people maintain agencies in most cities. The reason for this, as one of the Huyler representatives told me, is that candy is of such a perishable nature that makers have to keep in constant touch with the dealers. If manufacturers sold to everybody in the country they could not keep track of every dealer, and as a result they would suffer loss owing to the fact that the product is perishable.

The Huyler system of doing business is not entirely through exclusive agencies. "Limited" agencies are used—the number depending upon the town in question. Generally the best dealers are selected, and when a dealer asks for an agency his business is investigated. The Huyler people claim that by allowing these special agencies the dealer is in a position to feature their goods, and they put in their candy with a dealer with the express stipulation that he feature it.

This does not necessarily mean that the dealer cannot keep other brands. He can do that, but he must feature Huyler's, and I am told that in some cases he not only features Huyler's but carries it exclusively.

The Huyler people claim where a dealer features their candy exclusively it is not only an advantage to them, but also to the advantage of the dealer himself. To illustrate: a certain dealer in the West had been a consistent buyer and was using a lot of Huyler's goods. Suddenly the orders began to drop until very little candy was ordered. Upon investigating the case it was

found that the dealer had from time to time installed various other lines of candies. Huyler's wrote to him that unless he was willing to feature their candies, as he had done previously, they would be compelled to take the agency away and give it to somebody else. The dealer asked for a little time to investigate whether this change had proved of any value to him. Upon investigating his candy sales for the entire year he found that during the time he had carried other brands of candy his sales had dropped off considerably, and he said the reason was that instead of using his efforts in advertising one, he had not known which one to feature, and as a result had not featured any. He promised to throw out the other lines and keep only Huyler's.

A dealer in Atlantic City, located on the boardwalk, offered to feature Huyler's candy exclusively if he were given a contract for the entire boardwalk, figuring that the advertising of Huyler's would bring him enough trade to make up for the loss in the other lines.

Makers of Huyler's claim they are able to get greater co-operation from dealers by this system. The dealers are glad to use window displays, etc.

PECULIAR SITUATION IN GROCERY FIELD

In the grocery line there are few exclusive agencies offered. The groceries are of such a nature that an exclusive agency would be a great disadvantage to the manufacturer.

I was talking to the advertising manager of a nationally known grocery product. He told me that his house never even thought of limiting agencies to its product, because the output in that line was so large that no matter how great the efforts of these agencies would

be they could not equal the sales required for the amount of advertising done and would soon limit the distribution.

I asked F. W. Nash, of Arbuckle Brothers, who has been in charge of the interesting Yuban campaign: "Do you think the grocery products manufacturer gets any benefit from an exclusive agency?"

"No," he replied. "I think the manufacturer who is spending his money in national advertising is limiting distribution by using the exclusive agency and is not getting the value out of it. Not only that, but in limiting his distribution to exclusive agencies he arouses the animosity of the other dealers so that they get a competing brand. As a result one dealer is pushing your product and nine dealers are 'knocking' it. Even if the exclusive agent uses his greatest efforts in pushing your product it does not offset the other nine. A live retailer cannot confine his efforts to one brand. He *must* meet competition. And any limitation that tends to prevent his doing so in the most effective way will not result to his benefit, and will come to be so regarded by him in time. Hence the exclusive distributor is a makeshift and necessarily a stop-gap at best as a general proposition. The kernel of this dealer nut is, after all, salable goods that move freely with a satisfactory profit irrespective of exclusive control. Were it not for price-cutting, the exclusive-control idea would soon die a natural death. Furthermore, such protection to profits as exclusive control gives a retailer is usually more than offset by lack of volume in sales of comparatively unknown goods of this class, and numerous actual experiments by retailers have demonstrated to their satisfaction the better net profits in the larger turnover of well-advertised lines."

POPULAR DEVICE IN DRUG FIELD

In the drug line I find that the agency is a much-sought-after proposition by the small dealer. He figures that with every agency he gets a lot of advertising free

The Truth About Moving Picture Advertising

"Reel" Facts— Authentic Records— Definite Data

A comprehensive, honest and convincing explanation of

How and Why to Advertise With Moving Pictures

Compiled in an attractive, valuable, handy
Reference Book

Sent Free to You

Who are interested in better advertising and bigger sales.

Booklet will be mailed same day your request is received

Industrial Moving Picture Company

WATTERSON R. ROTHACKER
General Manager

223-233 West Erie Street
Chicago, Illinois

which helps him in his own merchandising. A strong reason why the druggist favors the agency is because there is always a tendency on the part of the firm which extends these agencies to maintain the price, and this, to the dealer, is the greatest thing you can do for him, because in the drug line price maintenance is merely talk. Very few articles in the drug line have been able to withstand the slasher's knife.

S. Albert, a Harlem druggist, told me he believes in exclusive agencies. He now has two, and is willing to take as many as he can get.

I asked him, "What are the advantages to the manufacturer in extending the agency to you? Does it not limit his distribution?"

He said that the efforts which the dealer uses in pushing a particular article are enough to cover the loss of any sales which the manufacturer might suffer because more dealers did not carry the line. "In the first place, we push the article to our utmost. I stand here behind the counter, and if a person comes in and asks for an article which I do not carry, you may rest assured that nine times out of ten that person is going to take what I give him because my business is built up on my own personal good will. Whenever people come to my store for something they ask for Mr. Albert. I claim that this is the reason why I can substitute nearly anything I want to. If we don't have the agency for an article we 'knock' it. Before I had the Vinol agency I could in nearly every case substitute something for Vinol; now I give Vinol the preference."

"Do you think there is any disadvantage to the manufacturer in extending these agencies?" was one question put to Mr. Albert.

"I think that they are more in favor of the dealer than the manufacturer, because they limit distribution in the large cities to some extent; still very few sales are lost because in a city like New York the store on the next corner will not usually be in the same line."

"Do you favor the exclusive agency?"

"Yes, because every customer is sure to come back to my place. One of the greatest values of the exclusive agencies is that you have no fear of cut prices. The agencies are given out with the express condition that the prices be maintained. I have a verbal understanding with the Vinol people that I will sell Vinol at a certain price."

"Suppose after you had worked up a fine trade for Vinol, the manufacturers should for some reason take the agency away from you?"

"Well, I don't see any reason why they should. As long as I keep pushing it they will not take it away from me. It is to their advantage for me to keep it because the endorsement of the dealer who has a reputation in a community is a strong influence in sales. Take Vinol. It is heavily advertised. People invariably come in and ask me, 'Mr. Albert, is it really so good?' As long as I put my O. K. on it they will take it.

A "SUICIDAL" CONDITION

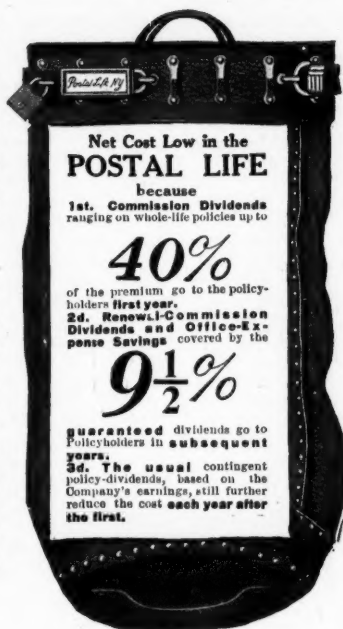
"Sometimes a manufacturer who sees that his product is being cut to pieces will offer exclusive agencies to certain dealers to prevent his product from losing the favor of the dealer. It would be suicidal on my part to accept an agency on that condition. People in the habit of paying 19 cents for a certain article would not pay me 25 cents. They would rather go to my competitor, because they would think I was trying to take advantage of them. To illustrate, D. D. D., put up by a Chicago firm (an eczema preparation), offered me the exclusive agency for my territory. The reason was because I was underselling Riker-Hegeman on that preparation. They were selling it for 89 cents and I was getting 79 cents. I did not accept because it was not advertised and because I would have to sell it at full price, which would have been impossible. You can readily see that the exclusive agency, after all, has great advantages for the dealer as long as the price of the article is maintained."

Want your share of that \$60,000,000 fund?

If you're a policyholder in any old-line life-insurance company (except one), you've contributed to an annual fund for agency-expense which in 1912 amounted to more than \$60,000,000.



You'll never get your contribution back or any part of it—now; but you need never pay it out again—you can save it—if you will steer clear of life-insurance agents and deal direct with the one non-agency institution in America—the **POSTAL LIFE INSURANCE COMPANY.**



It will be well worth your while to find out just what the Company will do for you on any standard form of policy—

Whole-life, limited-payment life, endowment, joint-life, monthly-income, or child's welfare.

Simply write and say:

"Mail full insurance particulars for my age as per advertisement in **PRINTERS' INK** for May 14, 1914." And be sure to give

1. Your Full Name
2. Your Occupation
3. The exact Date of Birth

The Company will promptly send you (by mail only) figures for your age with the amount of dividends guaranteed; also additional policy dividends now being paid, showing the Postal's low net cost.

No agent will be sent to visit you; the Company does not employ agents. The benefit of the commission other companies pay the agent goes to you, because you deal direct.

POSTAL LIFE INSURANCE COMPANY

WM. R. MALONE, President

35 Nassau Street, New York



Postal Life Building

THE Company's Health Bureau also performs a most important service in health conservation by issuing timely Health Bulletins for the benefit of its policyholders, and by providing, for those who so desire, one free medical examination each year—a privilege not accorded by any other company.



It will thus be seen that the **Postal Life SAVES YOU MONEY AND SAFE - GUARDS YOUR HEALTH.**



STRONG POSTAL POINTS

First: Standard policy-reserves, now nearly \$10,000,000. Insurance in force, nearly \$50,000,000.

Second: Old-line legal reserve insurance—not fraternal or assessment.

Third: Standard policy-provisions, approved by the State Insurance Department.

Fourth: Operates under strict State requirements and subject to the United States Postal Authorities.

Fifth: High medical standards in the selection of risks.

Sixth: Policyholders' Health Bureau arranges one free medical examination each year if desired.

Mr. McCutcheon, who is a druggist in Harlem, and who is one of the men who believe that advertising a business pays in the long run, said in part: "The exclusive agency has a tendency to increase the good will of your business. For example, if a dealer has been pushing his own private brands exclusively, and sells his store, the purchaser cannot use these brands, but must stock all over again. All the stock which is left by the seller is practically dead stock and cannot be sold by the purchaser. He must make up his own line; but if the seller is an agent for a well-known brand which takes in a complete line, the stock is good and the purchaser can sell it. The agency can be extended to the new man. I remember one case where a friend of mine sold out to one of the chain stores. He had built up a big business on his own preparations, and when the chain store bought him out it could not use the stock and over one thousand dollars' worth had to be sold much below cost. I am sure that had this stock been of a well-known brand, he could have obtained full value for it.

SOME OF THE DISADVANTAGES TO CONSIDER

"While the exclusive agency has its advantages, still there are disadvantages which must be figured. In the first place, the dealer loses his individuality. By that I mean that by pushing a special line I let up in the pushing of mine. You know that many progressive dealers put up their own private brand. Now, if I sell a customer one of my own brands she must come back to me if she wants some more. On the other hand, if I sell her one of the advertised lines she can go to any store or an agent who carries that line. There is always greater co-operation between the agent and the manufacturer, because as long as the maker protects the price there is the incentive to push. The margin of profit is so liberal that it does not pay the dealer to put up a private brand of his own, because he can buy the entire line in small quantities, but if the dealer

puts up his own preparations he must put them up in quantities large enough to be worth while, and where the line is large, as it usually is in the drug line, it means the investing of quite a sum of money in order to make it worth while."

When asked if he thought there were disadvantages to the manufacturer in placing these exclusive agencies, he said, "I think it is an advantage to the manufacturer, because in selecting the agencies he picks out the best stores. These stores give his goods preference, so they make up for the other stores which do not keep the goods. In selling your goods to the good stores you are sure of your payments and losses rarely occur."

LIKES THE FREE ADVERTISING

Oscar G. Kalish, another New York druggist, favors the exclusive agency because of the free advertising he receives. "Recently," he said, "the Vinol people, who have advertised greatly, wrote me a letter asking me why they did not hear from me more often with regard to orders. They claimed that some of their dealers were ordering rather heavily and taking advantage of the advertising which they were giving them. I replied that I realized they were advertising heavily, but they were featuring the Riker-Hegeman stores in their copy. Naturally, these stores got the benefit."

He further stated: "I have several agencies where I have been featured in the advertising, and it has helped me considerably. Of course, there is one serious objection to the exclusive-agency proposition, and that is that I lose my individuality. You know, I put up special brands of my own, and I feature them in my advertising. I always give the special agencies preference, and I never even think of substituting my own for one of the agency preparations."

George Phillips, a wholesale and retail druggist, said, "The special agency is a fine thing as long as you have it. I have the Nyal agency, and I think so much of

that line, its method of doing business and the fair margin of profit which it gives to dealers, that I would not think of cutting one Nyal item. As long as I have the agency I am going to push it. I am going to use my best efforts to get the best out of it, but as soon as I haven't it I will substitute something else for it when it is called for.

"Take the case of Vinol. I had the agency taken away from me because one man out of town to whom I sold cut the price. The deal was traced to me and the agency was taken away. Of course, I don't blame the makers in that case. I would have done the same thing perhaps under the same circumstances, because the Vinol people must protect the other agencies, and it is their policy to maintain the price, and they do this even at the cost of losing business."

I found one man who did not believe entirely in exclusive agencies. He carries a well-known brand, which is advertised, but he does not feature it. His motto is

to push his own private brand. He said that it is a mighty hard thing to push his own private brand when a person comes in and asks for a well-known advertised preparation, but he found that in adding up his sales at the end of the week the volume of his business was a little smaller, but the profits were far greater and, as he said to me that is what pays the rent.

HOW HE SELLS OWN BRAND

I said, "Suppose a person comes in and asks for a well-known brand, don't you hand it over?"

"Yes, I do, but I always say, 'Did you ever try my own brand? I can tell you what's in my own preparation, and I guarantee it, but I don't know what is in this, only what they say in their advertising.' Then I tell him about the merits of my preparation, and in a great many cases he, knowing me personally, will say, 'All right. Wrap it up.'"

While visiting the different stores and talking to these men I have seen customers swung over

One enterprising, wide-awake newspaper covers thoroughly the city of Joplin and the entire Joplin mining district.

The JOPLIN GLOBE has a larger circulation in Joplin and in the Joplin district than any other newspaper. Local and foreign advertisers recognize this fact and favor the GLOBE with their patronage. The GLOBE carries more advertising—local, classified and foreign—by a wide margin, than any other Joplin newspaper. The net paid daily circulation exceeds 15,000 copies.

JOPLIN GLOBE PUBLISHING CO.

Representatives: The E. Katz Special Advertising Agency

15 East 26th St.
NEW YORK

Harris Trust Bldg.
CHICAGO

to the private brands time and time again, after they have asked for an advertised brand which has been on the market for a great many years. In many cases the dealer would show me how easy it was to do it.

GOOD AT START

In the drug line most of the manufacturers who seek exclusive agencies with the dealers are those who are just starting business, or those who haven't the money to spend in national advertising; but this is not true of the Nyal line, which is put up by the New York & London Drug Company. This line consists of over 150 preparations. Strictly speaking, this is not an exclusive-agency proposition, but the agencies are given only to the best dealers in each territory. The Eastern manager of the company told me that it owes the success of its business to this agency proposition. By this method, it is said, the company has been able to obtain the co-operation of over 16,000 druggists all over the country, so that instead of the Nyal line being a secondary consideration with the druggists, it is a primary one, and is featured to the exclusion of others, and is at the same time a factor in discouraging the so-called private brand among dealers.

VIEW-POINT OF NYAL

"For instance," said this manager, "in a city like New York we have over 400 dealers handling our line. It is more to our advantage to have these 400 dealers handle our line full-heartedly than to have 1,000 others who would merely handle the line as a secondary consideration. Of course, we can at any time increase the number of dealers in each section if we desire, but before doing so we always consult the Nyal dealer who handles the line near where we think of putting in an agency. If he says he doesn't want it in there, then we obey his orders. Sometimes one dealer will ask for an agency for his friend who is near him, claiming that his trade will not be interfered with. It

happened some time ago that a certain dealer called up for our goods. We had not been selling that dealer any goods at all, so we had to turn down his order. The following day our Nyal agent in that territory called up for the same goods. We asked him if the order was for the other dealer and he said it was, and that he had no objection if the man kept Nyal goods, because he knew that it would not interfere with his line.

"In small towns we use our discretion as to the number of dealers who will carry our line, and we often find that one live dealer in a town will be equal to four dealers who will not push our goods in the manner we wish. Taking all this into consideration, we find that nearly all the dealers we approach with the exclusive agency favor it. This applies to every line of merchandise which can be sold. They all claim that the advantages exceed the disadvantages, and many, knowing they are at the mercy of the manufacturer, are still willing to take that chance as long as they can get it."

HOW ADVERTISING AGENCY MAN LOOKS AT IT

Robert Tinsman, president of the Federal Advertising Agency, had this to say about the exclusive agency: "Exclusive articles, exclusive by nature and appeal, such as cloaks, suits, millinery, furniture, require exclusive-agency representation to secure proper featuring by the retail merchant. If an exclusive article is not merchandised in this way the result will be that it loses its individuality and distinctiveness.

"It must be remembered that no exclusive agency can exist without mutual advantage existing between manufacturer and merchant. It must be good business for the merchant to feature this line as an exclusive proposition which affords him enough profit to permit this monopoly of that place in his store. If this law is not observed, then the exclusive agency will not exist, and a case in point is Holeproof Hosiery, which became a general proposi-

Motion Display in the Dealer's Window and How It Pays

By Charles W. Hurd

(Printers' Ink, May 7, 1914, page 50)

Refer again to this comprehensive study of the most intensive, economical, unique mode of dealer-consumer advertising. Of the displays illustrated in the article four were made by Einson.

Einson will be glad to demonstrate to you any of his hundreds of successful displays, and show definite figures concerning the number of stores that used them, and the percentage of passers-by who were attracted to the windows.

"The economies of motion display are enormously affected by the comparatively long life of the device and its continuous, almost constant, appearance in the window."

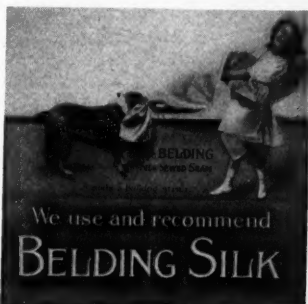
says Printers' Ink, and therein lies the crux of the situation.

A list of Einson advertisers mailed on request, together with other literature. Interviews are solicited. Ideas and plans without obligation.

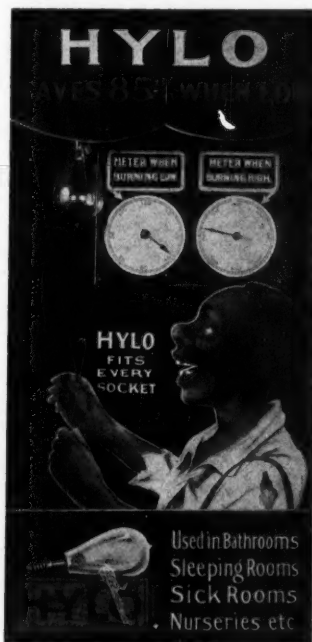
Put your dealer window problem up to us.



CUT-OUT ADAPTED TO MOTION



A HUNDRED OF THESE ARE OUT GETTING EXCELLENT RESULTS FOR ONE COMPANY
—Printers' Ink.



LIGHT IS ALTERNATELY RAISED AND DIMMED—INEXPENSIVE DISPLAY

"EINSON"

813 BROADWAY

NEW YORK CITY

tion after it was started as an exclusive proposition.

"An article of general appeal like Kayser gloves should be sold through all stores, as an exclusive agency would not permit sufficient featuring by any one merchant to satisfy the manufacturer.

"I think this entire subject can be covered by the statement that exclusive articles require an exclusive agency, and an article of general use, with nothing exclusive in its nature or appeal, requires general distribution. An exclusive agency for an article of general demand is a very expensive thing for the manufacturer, because it invites substitution. If your wife wants to buy a pair of Onyx silk hose she may ask for them in a store, but if they have other silk hose that look as good at a little lower price, she may very likely accept them instead of going out of her way to find a store that carries Onyx. On the other hand, if it is a coat or suit which she is about to purchase, which involves a considerable outlay, she is very willing to go some distance to get a garment that is guaranteed for two seasons' wear. There, you see, the manufacturer who has a general article with an exclusive agency is the big loser, which fact does not apply to the manufacturer who has the exclusive article, and therefore an exclusive agency.

"Experience has proved that the exclusive article with a reputation established by years of advertising can outsell the unestablished article of even superior superficial attraction in the eyes of the most persistent shopper. It is the reiteration of the quality arguments of the advertised article on the consciousness of the shopper which does the work, despite her shopping instinct, and brings her back to the exclusive agency for the advertised brand."

The Mark Cross people, who, up to a short time ago, sold their line through exclusive agencies, have now changed their selling plan and are supplying all dealers who can handle their line. P. F. Murphy, president of the company, said that the reason they

had to change their policy was because their line was so large they found that very few dealers could handle it. "For instance," he said, "our former agent in Chicago is merely a haberdasher. While he could handle a great part of our line, still he could not carry one of our most important items, which is ladies' gloves. The same would apply to a jeweler who could not handle some items on account of the nature of his business. With our new system we will be able to sell to everybody and also to appeal to certain dealers who can handle only certain articles of our line."

Mr. Murphy laid special stress on the fact that as a general rule a merchant with an exclusive agency becomes so sure that a customer cannot go to any other store and buy the line that he grows lax and makes no effort to push the exclusive article.

While this may be particularly true in Mr. Murphy's case, still in my experience I have found that whenever a dealer gets a chance for an exclusive agency he uses his greatest efforts to increase his sales owing to the margin of profit there is in it for him.

Furniture Firms to Advertise

It is reported that 50 New York wholesale furniture houses have formed an association to be known as the New York Wholesale Furniture Association, for the purpose of fostering trade in New York. An effort is being made to raise a fund to advertise the advantages of buying furniture in New York instead of other cities. It is said that the New York Furniture Exchange will contribute \$5,000 to the fund as a starter.

Schutte Joins Engraving Co.

William H. Schutte, for more than ten years art director and for three years advertising manager of the National Cash Register Company, is now with the service bureau of the Peninsular Engraving Company, of Detroit, Toledo, and Boston.

Another "Week": This Time for Clothes

The Royal Tailors, Chicago, advertise a special sales week, May 9 to 16, for "40-year-old youngsters." "Callow youths have held the center of the stage in clothes advertisements long enough," says the copy.

Story of Belle Mead Sweets

(Continued from page 8)

enough to figure in the census.

The growth in the consumption of candy during the past decade has been, in fact, enormous. The 1,944 establishments listed produced last year \$188,440,000 worth of confectionery of all kinds. New York State led with a production of 19 per cent and Massachusetts was second, with slightly over 11 per cent. Until a few years ago Boston and New York had practically all of the general trade to themselves, sending their goods all over the country. Now the West has come into the field. A score or more of first-class houses are pushing their distribution into the Eastern manufacturers' strongholds.

And yet so tremendous has been the increase of consumption, due very largely to the advertising methods of the manufacturers and the co-operation of the dealers, that Eastern and Western manufacturers have profited together. Despite the wastefulness of certain trade customs and the sharpness of competition, last year is said by the trade papers and representative dealers to have been the banner year. General business may have slowed down somewhat, but people ate more candy than ever, and high-grade candy at that. The great Boston houses declared dividends of 20, 30 and 40 per cent and Belle Mead Sweets more than doubled their profits.

Now as to the conditions that keep the profits from climbing higher. We saw that competition among the manufacturers had been placing them more at a disadvantage with the dealers than before. It is the dealer who now calls the dance tune and the manufacturer who has to saw the catgut. The manufacturer is still desirous of getting exclusive agencies, but inasmuch as the average dealer will not handle one line exclusively he has been driven to modify his own sales policy to a greater or less extent by taking on

new dealers in the same town. The effect of this disparity between avowed policy and actual practice has not increased the dealer's confidence in the sincerity of the manufacturer, or, if in his sincerity, then in his ability to preserve his agency chain and get a satisfactory volume of sales out of it.

The success of the Belle Mead Sweetsmakers must be attributable in some measure to this policy of protecting the dealer—the dealer, in their case, meaning always a druggist and not a confectioner.

"I am not absolutely sure of the fact, but I believe we are the only one among the better-known houses that have maintained and protected our exclusive agencies. I have noted how concerns have begun to slip away from their former policy of giving exclusive agencies and are now selling where they can, thus competing in the same store with one or more other brands. This is not, it seems to me, the best condition under which candy can be merchandised. Too wide a latitude of choice for the customer involves staleness for some of the candy."

And to this condition add the other drawback—add cut prices, bonuses for window display and exaggerated "returns." It does not appear that dealers are cutting a great deal on package goods—the high-priced goods—but they are more and more stocking low-priced goods and are making lower and lower prices on bulk goods.

"I am selling ten times as much of the 29-cent package candy as I am of the 60- and 80-cent kind," said an out-of-town druggist. "The public is just as well satisfied, my gross profit is just as much, and the cheap candy is easier to sell."

It is, in fact, the competition of the cheaper candy and not the competition of their own class that the manufacturers of high-grade candy feel. It is a serious question if the beautiful boxes and window displays of the fine-package candies do not create even more of a demand for the low-priced goods than they do for their own. They start a craving

A MILLION IN FOUR MONTHS!

**New England Building Operations in
First Four Months Show \$51,037,000**

This is a gain of \$1,015,000 over 1913. These four months have been the greatest in New England history since 1901 excepting 1910 and 1912. See reports of F. W. Dodge Co.

The laborers in building trades are kept busy because manufacturing New England is busy. Note the magnificent growth of the

Woolen and Cotton Industry

From three little woolen mills in 1800, with an output of \$75,000 annually, says Current Affairs, the great woolen industry in the Six States has expanded to five hundred and seventy-seven mills with an annual output of \$275,648,025—which is sixty-three per cent of the entire woolen manufactures of the United States. From primitive little grist mills, with auxiliary attachments for spinning cotton, the tremendous cotton manufacturing industry has grown to six hundred and six mills, with \$316,540,816 production—half the cotton manufactures of the country.

Try your newspaper campaigns in manufacturing New England where the wheels are always going 'round.

Here are twelve fine cities and good dailies.

<i>New Haven, Ct., Register</i>	<i>Lynn, Mass., Item</i>
<i>Meriden, Ct., Record</i>	<i>New Bedford Standard and Mercury</i>
<i>Waterbury, Ct., Republican</i>	<i>Salem, Mass., News</i>
<i>Portland, Me., Express</i>	<i>Springfield, Mass., Union</i>
<i>Burlington, Vt., Free Press</i>	<i>Worcester, Mass., Gazette</i>
<i>Manchester, N. H., Union and Leader</i>	<i>Bridgeport, Ct., Telegram</i>

for candy, but the average person can just as well satisfy the craving with a 30- or 40-cent candy as he can with the higher-priced sweets.

"The public as a whole has not been educated to like the delicate flavors of the best candy," said Mr. Rockhill. "It is not necessary to pay an excessively high price for candy. There is no necessary ingredient that can be put into any candy that will make it worth at retail more than 60 cents a pound. Our 60-cent candy is just as pure and wholesome as our \$1.25. The only difference is in the cost of the ingredients. If we pay 45 to 50 cents a pound for Jordan almonds and 30 cents a pound for Sicilian almonds, we have to ask a higher price for the candy containing the Jordan almonds, but I don't know that it is a whit better in any way.

WHAT FIXES PRICE OF CANDY

"Even the very best of care and insistence upon a high standard of purity cannot make the candy worth more than a certain reasonable amount. The actual cost of the ingredients will not figure up to more than 25 cents. If it is richer than that it will not hold together. Add wholesale and retail profit and selling cost and it brings the retail prices up in the vicinity of 60 cents. It is possible to make a chocolate cream candy that will retail for less than that, that is just exactly as good so far as anybody in the world can tell. It will contain glucose. But we are not making any fight against glucose. It is just as pure and wholesome as cane sugar up to a certain proportion in use. If more than that is used, then the flavor of the candy is impaired.

"Nearly all candy-makers use glucose in their chocolates, and some of them, I find, are using it in their best. Understand, I am not 'knocking' our competitors. All, practically all, high-priced candy is good and wholesome. Even when I open a dollar box of somebody's else chocolates and find the contents precisely similar to those in the same concern's 50-cent box, I do not fear for the

Maine

To each square mile of Maine there are 24.8 persons, 51.4 living in cities and towns.

Its leading city is Portland.

It is one of the most delightful residential spots in New England, and that means the country.

In Summer thousands of visitors come from all over the country to spend the hot months in and around the beauty spots of Portland.

The business man looks forward to a great Summer trade, for him there is no idle Summer.

Maine people are busy besides entertaining the Summer visitors.

The canning industry shows a product of 116,287,900. Enough to give every man, woman and child in the country a pound apiece and have enough left to supply the army on a war footing.

The wood pulp business last year brought the tidy sum of \$34,000,000.

The farm product is worth over \$200,000,000.

Portland Evening Express

is the first and last word in Portland afternoon papers.

JULIUS MATHEWS, Representative

Strength

in an advertising medium
is of three parts; wide
circulation, strong editorial
influence and a
good class of readers.
The possession of all
three qualities in full
measure is the source of
the effectiveness of

THE

CHICAGO RECORD-HERALD

New York Office, 710 Times Building

Greater Pittsburgh!
1,018,463 Population!
\$1,000,000 Daily Payroll!

Two Big Newspapers
The Pittsburgh Gazette
Times

Morning and Sunday

Pittsburgh Chronicle
Telegraph

Afternoon

Combination Flat Rate

of 23½ cents per agate line for both papers where the same copy appears in consecutive issues.

For further information or co-operation write

Urban E. Dice,
 Foreign Advertising Manager,
 Pittsburgh, Pa.

Mr. J. C. Wilberding,
 225 Fifth Avenue,
 New York, N. Y.

John M. Branham Company,
 919 Mallers Building,
 Chicago, Ill.

In the
current issue
of Motor

nearly 500 individual advertisers used a total of 72,954 agate lines of space.

Motor is the reference book of the industry.

Motor, together with Motor Dealers' Bulletin, dominates every branch of the automobile trade.

A copy of Motor Dealers' Bulletin and explanation of its purpose will be sent free to anyone directly connected with the trade.

MOTOR

First in Circulation
First in Advertising
First in Results

J. S. Hildreth, Adv. Mgr.
 119 West Fortieth Street - New York

public's health so much as I do for the health of the candy business. I realize that competition is getting so sharp for a big concern that it is obliged to make such concessions to the dealers in order to hold the market that it is taking its dollar goods and 50-cent goods out of the same stock.

"Aside from the ethical question involved, this is bound to be bad business in the long run. The dealers must realize the situation; they will condemn the manufacturer and protect their public with whom their interests are most closely allied. And the public, failing to discriminate between the just and the unjust, is likely to fall on all alike and punish them. I can already trace the beginning. We have prospered, but it is a question if we would not have prospered even more but for the inroads of the cheap candies and the co-operation being extended to them by the manufacturers of high-priced candy who practice the methods I have described.

SOMEODY HAS TO SPEAK UP

"This is not a general 'knock.' It is aimed only at the few. Somebody ought to speak up, and we perhaps can do so better than others, from the fact that we have placed ourselves beyond suspicion—we are the only candy manufacturers who have passed the Westfield pure-food test."

All of the manufacturers are anxious to avoid the appearance of lowering their prices to the dealer. Consequently the concession sometimes takes the guise of a bonus for window display.

"We paid \$25 a month each for several months to two druggists in New York City to retain their agency," said Mr. Rockhill. "We finally became ashamed of our plicancy and dropped out. There are two other large chains in the city that we have lost because we refused to pay a bonus of this kind. We are morally sure that the manufacturers of the candies all of these retailers are handling are paying the bonuses. We do not know of our own knowledge, but we believe the practice is very common indeed. Gossip says that

a certain manufacturer paid as high as \$200 a month to one prominent retail store to retain its agency. I question the amount named, but I have no doubt it is large—\$50 a month, in my opinion, would be large. I hear every week of lesser sums being paid here and there. The manufacturers and dealers may call it a bonus for window display, but nobody is fooled by the name. Window display is hardly mentioned; the stipulation is incidental and is taken as a matter of course. The bonus is paid to get exclusive representation in the store and keep some other competitor out.

ANYTHING TO KEEP AGENTS

"The length to which some manufacturers will go—which seems nothing short of madness—is illustrated by the fact that one of them is said to have recently prepaid \$9.20 expressage on a \$20 order to a Western point! The idea was to keep an agency. Was it worth it?

"But the worst abuse of all is the return of goods. We have always guaranteed our goods to consumers, asking them only to return the goods to us, charges collect, and allow us to replace. All first-class houses do the same. Nobody gets any complaints to speak of. The public does not complain—it just shifts its patronage. And the manufacturers have always pursued a policy of liberality towards the dealers.

"In the beginning we were all very insistent upon the dealer carrying only fresh stock and making quick turnovers. The wisest of us, for that reason, discouraged large orders. But with the rise of manufacturing and the struggle for representation have come quantity discounts and large orders, and finally a relaxation in regard to 'returns.' The dikes really gave way three years ago when one of the largest manufacturers in New York told the dealers to send back anything they had any question about, and they would take care of them. That was all the invitation the dealers needed. Feeling that they could not get stung themselves, they

In Worcester, Massachusetts, the leading afternoon daily is the

Evening Gazette

It has by far the greatest afternoon circulation, and it goes into more homes in Worcester than any morning or evening paper published in this city.

The A. A. A. shows that it tops any other daily in Worcester—morning or evening—in city circulation by 33 per cent.

This is why the GAZETTE'S advertising pulls so well both for the local merchant and the foreign advertiser.

The Gazette is the local merchants' first choice. He is on the ground and sees daily results.

And the Gazette is still growing even faster than the city, which shows Worcester people appreciate a good daily newspaper.

JULIUS MATHEWS, Representative

The Robinson Mfg. Co. of Toledo, O., manufacturers of high-grade bath-cabinets of every description, have this to say of

PHYSICAL CULTURE

"The returns from your publication have been very good during the past year, and we consider it one of the best mediums in the field to-day."

The Robinson Mfg. Co. are qualified to speak authoritatively on this matter as they have advertised in practically every magazine of prominence during the past three or four years.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

**The Steadiest Growing
Magazine Advertising
Section in America**

ceased to exercise caution in buying, but loaded up with anything that looked good, and shipped it back if it did not go. It is useless to protest. The best of us suffer to some extent. All admit it, but the manufacturers will not come together and end it. I believe we could do so legitimately by agreeing to stick to our price-lists. That is not the same as conspiring to fix prices. I don't care and none of us cares what price another sells at, provided he sticks to the price. But there is too much feeling in the trade to get them all together and keep the candy business what it has been all along, a gentleman's business."

CONTINUES SOME ADVERTISING

While the company is temporarily out of the national mediums—it was taking pages in *Life*, *Vogue* and *Country Life in America*—it is continuing its poster advertising in the New York subway and the Hudson tube, and is, of course, supplying dealers with signs, banners, window posters, window cards of several kinds, some of which they may use in the street-cars, and divers tasteful matter for the dealers to distribute in the store or through their mail as envelope-stuffers.

The poster is a piece of purely type matter.

"When everything else is riotous with color," said Mr. Rockhill, "it's a good plan to secure distinction by plain type and white space."

The new card for store interiors and windows is a handsome piece of photographic reproduction showing an unusually human young woman eating candy out of the dollar box. This box contains three trays. It was first used by the Belle Mead Sweetmakers to introduce their dollar assortment, and still remains their most distinctive box, although they have a still more expensive assortment, one at \$1.25. The \$1.50 kind, expressly prepared as a remembrance gift, was recently discontinued.

The small booklets for the dealer are tasteful and original. The burden of this story is the perfect purity of the product.

Altogether an interesting story of how a concern has been built up almost from a "shoestring" by quality in the product and dignity in the sales methods. There would be difficulty in duplicating the success to-day in the same way. Candy-making equipment comes high and \$150,000 now would be needed to do what less than \$5,000 contributed capital performed in this case. It is all the more a tribute to the essential sanity of the methods.

United Renews Its Straw Hat Deal

The United Cigar Stores Company announced the last week in April what is coming to be its annual offer of a \$3 straw hat for men in exchange for 150 green certificates. The offer was given liberal publicity via the window-poster route in United stores for some time prior to the "open season" for straw hats, as the company not only wished current collectors of certificates to avail themselves of the opportunity, but also desired to give potential collectors time to start saving and have 150 certificates by the time that straw hats became universal.

In the past the company has presented collectors of the required number of slips with a certificate which a well-known New York hatter redeemed. It was preferred that the customer select the hat he wished before tendering payment, thereby proving to his own satisfaction, if necessary, that the hat was one which the dealer got \$3 for, no matter whether the customer was of the cash or certificate variety.

Cleveland Club's New Officers

The Cleveland Advertising Club has chosen the following officers for the 1914-15 season:

W. R. Creer, Cleveland Savings & Loan Company; M. N. Flower, R. S. Denham Company; W. H. Hyde, Abner Royce Company; T. D. Conner, Guardian Savings & Trust Company; T. H. Hatcher, Cluett, Peabody & Co.; C. E. Horton, Fuller & Smith Company; F. E. Ryan, National Acme Mfg. Company; A. H. Madigan, W. N. Gates Company; W. J. Raddatz, Stratford Press Company; W. G. Rose, 709 Illuminating Bldg.; Geo. A. Rutherford, Geo. A. Rutherford Company; Geo. W. Kinney, Kinney & Levan Company.

Changes in "Agar Agar" Advertising

The account of the Mansfield Laboratories, Inc., manufacturers of Agar Agar, a laxative biscuit, is being placed by C. Brewer Smith, of Boston. This has been a newspaper campaign, but it is understood that magazines are to be used.

"Stunt" Increases Ad Club's Attendance

Every member of the Los Angeles Ad Club is required by a recent rule to wear a badge at the weekly luncheons which not only tells his name and address, but expresses in concrete form the idea behind his business.

The ruling has been received with enthusiasm, and many clever badges have resulted. A printer wore a lino-type slug with his name on it; an office-supply dealer decorated his card with a bow of typewriter ribbon; a copy writer was decorated with a proof of a small ad, mounted on cardboard; a newspaper advertising manager photographed his front page on a post-card; a street-car ad man carried a whole string of tiny street-car cards, etc. Even a doctor, who happened into the meeting as a guest, was forced to hang his gold-mounted fever thermometer on his lapel, and thus disprove the old slogan that "doctors can't advertise."

Beside making the members better acquainted, the club finds that the new idea increases the attendance at the meetings, as most men are glad to make their business connections known in this novel manner.

Ruling in Ad Matter from Abroad

An interesting sidelight was shed last week upon the distribution of advertising matter (foreign-made) by foreign advertisers in America, when the Board of United States General Appraisers of the Port of New York held that advertising matter issued by the Lyons, Paris & Mediterranean Railway Company is not free of duty under the tariff laws as "publications of individuals for gratuitous private circulation."

The merchandise comprised books, folder maps and pictorial and descriptive printed matter of various parts of France. Judge Fischer held that the importations were properly assessed at 25 per cent ad valorem as printed matter.

Dr. Bell's Remedies Sold

The E. E. Sutherland Medicine Company, Paducah, Ky., which manufactures Dr. Bell's Pine Tar Honey and Podolax, advertised proprietaries, has disposed of its business and good will to Philadelphia and St. Louis interests, and it is said the plant will be removed to St. Louis.

G. D. Merner, of St. Louis, and G. A. Pfiffer, of Philadelphia, are the new owners. H. R. Lindsey, W. P. Paxton and A. E. McBee were the principal stockholders of the company.

Kirkman with Philadelphia "Telegraph"

Richard Kirkman, for some years connected with the advertising staffs of the Philadelphia *Evening Telegraph* and the Philadelphia *Record*, is now classified advertising manager of the *Evening Telegraph*, succeeding John Messick.

The Evening Register Dominates the newspaper field in New Haven, Connecticut

THE REGISTER DOMINATES because it has always been on the square with its readers.

While it charges 2 cents a copy it has always given them value. The REGISTER has the best news pages, the best departmental pages, the best financial page, the best women's page, the best sporting page and the best editorial page in New Haven.

THE REGISTER DOMINATES because it has the most circulation. It sells more papers in New Haven than any penny paper published there.

THE REGISTER DOMINATES in the advertising field in New Haven because it gives greater results on each dollar expended than any other New Haven daily. The Register carries more display and more classified day in and day out than any other New Haven daily.

Use the Register and your goods will dominate in sales.

JULIUS MATHEWS, Representative

Try these From Factory to You
I-See-Co.

Long
Filler,
Hand
Rolled
Stogies



THIS offer is made to the man who wants a short, moderate priced smoke that is *satisfying*. We've solved the problem in I-See-Co. smokes—direct from our factory to you.

We make seven varieties in long, high grade Havanas and Domestic tobaccos, ranging in price from \$2.00 to \$7.50 per 100, hand rolled, without binder, licking or paste—the greatest values known. Smoke a few at our risk. If you don't say they are the best you ever smoked, your money is yours again.

Special Simply send us \$2.50 for 100 "Adreman," a five inch Clear, Clear
Convincing Havana Filler, packed 50 in a box.
Offer Unroll one—cut one open—smoke all you like. Then, if you are not convinced and delighted, your money is yours again.

40c. brings 10 assorted sample smokes and interesting booklet "A New Light on an Old Subject."

ISENBERG CIGAR COMPANY

48 Fourteenth Street Wheeling, W. Va.

Men of good address wanted to solicit individual smokers. We do not sell to dealers.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE, General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30, quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, MAY 14, 1914

"Sworn" Circulation Statements

There seems to be more or less misapprehension abroad as to the value of an affidavit attached to a circulation statement. Publishers who are unwilling to submit to an audit sometimes put forth a "sworn statement" as proof that an audit is unnecessary, and once in a while an advertising man is found who believes that the affidavit is equivalent to an audit because "the publisher would not dare to swear falsely." But as a matter of fact such an affidavit is no guarantee whatever as to the truth of the facts alleged in the statement to which it may be attached.

The penalty for perjury is severe, but "false swearing" becomes perjury only under certain definite circumstances. A publisher might solemnly swear that he had a million circulation on the moon, and sell space on the strength of it if he could get anybody to believe him; but he would not be guilty of "perjury," because there is no law which compels him to swear to his cir-

culation. It is purely a voluntary act on his part, and he incurs no penalty for doing it or for leaving it undone.

The law requires that certain kinds of information shall be given under oath, such as testimony on the witness-stand, tax returns, etc., mostly having to do with the relationship between an individual and the authority of government. An affidavit under those conditions has legal validity, and a false oath may amount to perjury. Furthermore, legal validity is definitely given by statute to certain attestations having to do with commerce and navigation. But an affidavit to a circulation statement is not covered by any statute, and is a purely extra-official act on the part of the notary who executes it.

It seems wise to make the above statement just at this time when the impending organization of the Advertising Audit Association is bringing circulation questions very much to the fore. The presentation of a sworn statement is no valid excuse for dodging the auditor, and circulation figures bearing the notarial "hand and seal" are worth precisely as much as the same figures without it.

A Way to Reach Non- Advertisers

How to get the facts of advertising before business men graphically and effectively is a problem which engages the attention of not a few publishers' organizations, advertising clubs and commercial associations. Non-advertisers need to be convinced, but first they need to be awakened to the conception of advertising as a business force which has some relationship, and a definite relationship, to other forms of business activity, and that it may affect more or less directly the prosperity of the whole business community.

For those who are grappling with that problem, there may be a suggestion or two in the "Prosperity Conference" which was called by Governor Walsh of Massachusetts, April 4, at Boston. One of the chief topics discussed

before the 700 delegates who attended from business men's associations and boards of trades was this: "Ought New England industries to use to a larger extent national advertising as a part of their selling plan, and can they thereby increase the volume of their output and reduce its cost per unit?" George B. Gallup, of the Pilgrim Publicity Association, was chosen to lead the discussion on this subject, and he very wisely departed from dogmatic assertion of the value of advertising, dwelling rather upon the position held by New England manufacturers as regards volume of advertising, and citing the experience of leading advertisers for evidence as to its effect upon quality and prices.

An analysis was presented showing the volume of national advertising from various localities, carried in six publications during 1913, which was summed up as follows:

During this period there was published from New York City nearly three times as much national advertising as from the whole of New England. New York State, outside of New York City, furnished ten per cent more than all New England. Chicago, including manufacturers in Illinois and Indiana, originated more than twice as much advertising as came from the six New England States. The State of Michigan, through the great manufacturing activity of Detroit, paid for 64 per cent as much national advertising in these six publications as all the manufacturers in New England. Ohio showed wonderful development with 73 per cent as much national advertising as New England, in spite of our 2,624 cities and towns, in a very large proportion of which manufacturing of some sort is carried on.

Having thus indicated in a broad way the relative position of New England as regards advertising, Mr. Gallup demonstrated the *value* of advertising by reference to PRINTERS' INK for January 22, in which leading manufacturers told how their advertising had enabled them to keep up the quality against rising costs for labor and materials without advancing the price.

Altogether it is a very skilful handling of a delicate proposition. It is hard to tell a business man that he is behind the times without giving offense, yet this presenta-

tion of facts and figures in bulk, so to speak, is stimulating without any suggestion of invidious comparisons.

Where the Superlative Hurts

"Ridiculous exaggeration seems to be the keynote of the most widely advertised things to-day. This is literally true of almost any article of wear, food or general utility: 'the smoothest tobacco,' 'the only such,' 'the best talking-machine,' 'the only one really good,' 'the greatest book bargain in a century,' etc., etc."

The above paragraph is contained in a letter from a reader of *Collier's*, the entire text of which has been sent as a general memorandum to the advertising staff by Advertising Manager Hammesfahr. It was written by a small-town doctor in Texas, who may be assumed to reflect a certain type of popular opinion, and whose impressions gained from the advertising pages are probably shared by a great many other people who have never taken the trouble to say so. The letter continues:

I understand large firms are numerous where men are highly paid for writing advertisements. They ought to be experts, and no doubt measure every word, weigh every headline and sentence, and deliberate earnestly on this or that campaign of getting a certain product before the people. If this be so, what kind of brains is behind such stuff as one sees filling every page everywhere? Do these writers actually believe what they write is absorbed and digested by the average reader as *the truth*, or do they wilfully exaggerate with the deliberate idea of producing some impression at least?

It is easy enough to prove that the doctor's denunciation of advertising men is too sweeping. A recent issue of *Collier's*—selected quite at random—contained only fifteen display ads in which the superlative was used at all. In the same issue no less than forty-three display advertisements contained only positive statements of merit. We believe that the proportions would be about the same in most mediums. Some products are undoubtedly entitled to use the superlative, but their wisdom in doing so may be questioned. Ex-

aggerated claims are not nearly so plentiful as many people suppose.

But even if we were able to prove that only one advertisement in three, the world over, contained exaggerated claims, it would not remove the impression from the minds of those who, like this Texas doctor, believe that exaggeration is the chief weapon of the advertising man. The one advertiser in three, who rushes into large space with his claims of "most" or "best," would still cast suspicion over the other two. The Texas doctor has seen some very prominent copy which was ridiculously exaggerated; and he jumps to the conclusion that all copy is like that. The doctor is wrong; but that doesn't alter his opinion or improve his responsiveness to advertising appeals.

The advertiser who carelessly exaggerates depreciates the value of all advertising, including his own. Seldom have we seen that fact so well illustrated as in the letter from which we have quoted. The author of it, indeed, uses a stronger term than exaggeration. He calls it "lying." Again, we believe he is wrong, but that does not alter his state of mind any.

**When the
Trade-Paper
Can Help**

J. J. Phoenix, president of the Bradley Knitting Company, Delavan, Wis., in last week's **PRINTERS' INK** speaks with appreciation of the help he received from the trade-press in putting a losing business on a profitable basis. As a retailer he made it a point not only to subscribe for and study the papers in his field, but also to become personally acquainted with trade-paper men. When he assumed control of a manufacturing business the practical advice and co-operation of these men were invaluable.

It is a well-deserved compliment to the trade-press, but, in our opinion, it is equally a compliment to the sagacity of Mr. Phoenix. In almost any field there are trade-papers whose fund of information about busi-

ness conditions and methods would save manufacturers from many costly experiments, yet comparatively few of the latter have the foresight to take proper advantage of it. At the very least, a good trade-paper man knows what has been tried in his field, what succeeded and what failed; and there are half a dozen papers which can go far towards explaining *why* certain things failed, and can analyze intelligently the probabilities of success.

This side of the trade-press service ought to be used more widely than it is. Some of the advertising agents are alive to its possibilities, and are finding the trade-papers most useful allies in their plan departments. At Baltimore last year O. H. Blackman suggested that even if the question of commissions from trade-papers were left unsettled, a get-together basis might be found in the service which the trade-papers can render in furnishing data and information about their respective fields. It is a good suggestion, and just as valuable for the advertiser as for the agent. Some who, like Mr. Phoenix, have tried it, are quite willing to give credit where credit is due.

**"Save Us
from Our
Friends!"**

At any other time it might seem amusing to hear a declaration that "the time is now ripe for the advertising of a fabric belt" because leather belts don't wear out fast enough. Authorities on men's wear, so the report runs, have come to the conclusion that leather belts are too durable, and dealers can make more sales if advertising is used to popularize more perishable materials. And right now, too, when business men are manfully endeavoring to convince the powers at Washington that advertising is *not* a subtle form of skulduggery, but, on the contrary, represents a real advantage to the consuming public! Sometimes it becomes quite evident that advertising needs to be saved from its (ostensible) friends.



THE H. E. Lesan Advertising Agency, Inc., takes pleasure in announcing that Francis H. Sisson, Secretary and Advertising Manager of the American Real Estate Company, of New York, who has been acting as First Vice-President and Counsel of this Agency, will, after May 1st, have charge of the Executive, Financial and Service departments of the Agency and devote his time to its service.

H. E. Lesan

President

Four-ty Fourth Avenue, New York City
375 Old Colony Building, Chicago

"Pears' Soap" Barratt

By One Who Knew Him

THOMAS J. BARRATT—no one ever knew, so far as I am aware, what the "J" stood for—was the first, and lived to be the last of a school. His obituary notices agreed in describing him as a great advertiser. The fact that he was able to raise Pears' Soap to a high sales-volume, and, what is more, keep it at a high, though not at its highest, point, entitles him to the title of greatness. In face of modern conditions in soap-boiling and of the sort of competition which he was in consequence forced to meet, his was no easy task, and a wise man would hesitate to be his successor. He was certainly great in his achievements: but he was a *big* advertiser before anything else. His authoritative personality, his great age, and the importance of the enterprise which he had carried to success, made him the most famous advertising personality in the world. He did some ingenious things and a great many bold things: but (being conditioned by his product) they were what the modern advertising man would call "stunts" rather than expositions of an organized policy. He named the goods to the public: he did not take pains to describe them. There was a time when Pears' Soap was the most widely advertised article in Britain—possibly in the world. But up to the last his advertising belonged in the main to a school of publicity that has passed away. He was the last of the big advertisers who pinned their faith to the repetition of a name. Even the famous slogan, "Good Morning, Have You Used Pears' Soap?", lately selected for commendation in *PRINTERS' INK* by Mr. Fowler, owed all its success to money. If it had not been boldly used it would not have amounted to anything. His other slogan, "The King of Soaps, the Soap of Kings," was claimed by another advertiser. Perhaps his most memorable advertisement was the famous conundrum,

"What is the difference between Pears' Soap and the Arab steed of the desert? One washes the beautiful and the other scours the plain." Look at all his great efforts, and you will see that the same note runs through every one of them. For a great price he bought Millais' worst picture. He reproduced it in the most lavish chromo-lithography, and almost made the world forget that it had no real connection with the article which it sold. The "Dirty Boy" statuette was much more closely linked with the subject; but, like everything else that Mr. Barratt did, it would have made just as good an advertisement for any other soap.

This is the test of the modern school of advertising. If an advertisement would do just as well for one whiskey, one soap, one cigarette, one fountain-pen, one anything else, as for another, it is not modern. It is not advertising, but publicity. This is what the obituarists have failed to see. Mr. Barratt has been called the greatest of advertisers; he really was the greatest exponent of publicity—a different thing. Advertising is making the goods known. Publicity is making the name known. Mr. Barratt habitually said little about the goods. But he would go to all lengths in his successful effort to make the words "Pears" and "Soap" inseparable, so that each suggested the other.

Thus he utilized a well-known scientific experiment with the eyes. A big red word, "PEARS," was to be gazed at for half a minute: if you turned your eyes then to a sheet of white paper or a white cloud, you could see the word "PEARS" in green. He imported a ton of French copper coins, stamped "Pears' Soap" on them, and put them into circulation. Of course this had to be stopped, and the Act of Parliament was a good piece of publicity. Shipments of Pears' Soap to Australia were packed in huge galvanized iron boxes. Mr. Barratt learned that these iron boxes were sold by the importers for cisterns. Thereafter Mr. Barratt had "Pears' Soap" painted upon them on all sides,

and got a free placard wherever one of the cisterns was used, for it would have required a great deal more trouble than the average Australian would be willing to take to burn the paint off. He made the word "Pears" so intimately synonymous with the idea of soap that he could afford to publish announcements in which no other word appeared except "Pears." He is said to have spent in one year prior to 1892 as much as \$635,000 in advertising, and converted the firm into a limited liability company in that year with a capitalization of \$4,500,000. He collected a large number of modern pictures and a few statues and exhibited them in the handsome premises in New Oxford Street, London, where the business is carried on.

It would be impossible to omit mention of Mr. Barratt's generous and large-hearted readiness to give of his time to any movement for the general good of advertising and for raising advertising in public estimation. He presided at the inaugural luncheon which started our "Advertising Advertising" movement, and was similarly active in all welfare work for the craft. He had a genial, accessible personality. He was the pioneer of big advertising, faithful to the end to the principles in which he had grown up.

T. R.

Department Store Man on Book Advertising

R. H. DURBIN, advertising manager of the department store of Strawbridge & Clothier, Philadelphia, canvassed the problem of effective book advertising in a recent address before the Philadelphia Booksellers' Association. He said in part:

"Books are in some ways the most difficult goods we have to advertise. A retail store could not afford to advertise a single book in a large, bold way, and even to advertise a large list, giving but a line or two to each title, is expensive. In fact, almost the

only retail advertising of books that brings immediate results fully commensurate with the cost of the space as compared with some lines of merchandise, is that of large under-price lots, remainders or collections of publishers' surplus stocks.

"A reference work appealing to the general public or a book on a timely topic of general interest can be advertised with fair results, and so can a library or series of books under one general description and at one price.

"Any one class of books covering a general subject may be advertised in season—as for instance, just now, a list of books on nature and outdoor life. At Christmas time, of course, advertising space can always be used to good advantage, and the bookseller's opportunity to make effective suggestions for gifts is equal to that of an advertiser in any other line and much better than many lines. At this time a very strong appeal can be made to buyers on their sentimental side. And the fact is that there is no more delightful gift than a happily chosen book.

"But how shall we advertise these 10,000 new books that come out each year? It is utterly impossible to mention a hundredth part of them separately. One may advertise half a dozen styles of shirtwaists, describing each, and sell a thousand, but the same space devoted to the same number of book titles would not bring one-tenth the amount of sales. The best we can do is to pick out a promising new book from time to time and advertise it in a very brief, catchy way. I should like to do this every day in the year, and hope to arrange to do it some time.

"I have spoken of cumulative effect or continuity of effect, and the retailer can and does have some advantage in this regard. The constant advertising of books, singly or in lists, or by series, or of good values in job lots, gradually builds up his reputation as a 'live wire,' and his business grows if the service rendered is such as merits continued patronage."

HARPER'S BAZAR



Increase in Circulation Guarantee but No Increase in Rate

This announces an increase in Harper's Bazar circulation guarantee from 65,000 to

85,000

and no increase in rate

We also announce a guarantee of

100,000

and no increase in rate
beginning February 1st, 1915

Harper's Bazar, one year ago, stood Twentieth in the list on opposite page; to-day we have moved up to Sixth,—a gain of 470 per cent. For the reason, look to the magazine itself.

NET GAIN IN VOLUME OF ADVERTISING

May, 1914, lines.....	21,178
May, 1913, lines.....	3,711

Gain over same month previous year.....**17,467**

E. M. ALEXANDER, Advertising Manager
119 West Fortieth Street, New York City
Western Office: 437 Marquette Bldg., Chicago
London Paris Geneva Berlin



MAY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES FOR
MAY(Exclusive of publisher's own
advertising)

	Pages.	Agate Lines.
Cosmopolitan	163	36,512
Review of Reviews.....	118	26,614
World's Work	109	24,485
Everybody's	106	23,902
Harper's	101	22,080
Sunset Magazine	94	21,056
McClure's	92	20,757
Metropolitan (cols.).....	119	20,335
Hearst's	81	18,312
Munsey's	78	17,626
Scribner's	74	16,646
American (cols.).....	108	15,495
Century	67	15,008
Atlantic Monthly	59	13,328
Current Opinion (cols.)...	89	12,550
American Boy (cols.).....	55	11,169
Popular (2 issues).....	43	9,800
Argosy	38	8,512
Red Book	36	8,232
Ainslee's	34	7,728
Home Life (cols.).....	43	7,176
Wide World	32	7,168
Boy's Magazine (cols.)...	39	7,116
St. Nicholas	31	7,000
Strand	28	6,272
Lippincott's	24	5,432
Bookman	23	5,292
Overland	22	4,928
Blue Book	19	4,256
Smart Set	15	3,414
Smith's	14	3,332

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publisher's own
advertising)

	Columns.	Agate Lines.
Vogue (2 issues).....	650	102,786
Ladies' Home Journal.....	164	32,899
Good Housekeeping Maga- zine (pages)	115	25,788
Woman's Home Companion	117	23,551
Delineator	111	22,200
Harper's Bazar	126	21,178
Pictorial Review.....	104	20,800
Designer	83	16,654
Woman's Magazine.....	79	15,837
McCall's	110	14,775
Holland's Magazine.....	74	14,166
People's Home Journal.....	70	14,114
Ladies' World	69	13,900

**"For Results
Give Me a
Growing
Publication"**

Putting this
theory into
practice an ad-
vertiser of a
building mate-
rial used the
Metropolitan
and—

Received in-
quiries at 22 cents
per inquiry—
only two other
publications
were under 45
cents and none
brought results
so cheaply.

For results give
me

METROPOLITAN
"The Livest Magazine in America"

J. MITCHEL THORSEN
Advertising Manager

	Agate Columns. Lines.
Mother's Magazine.....	100 13,652
Modern Priscilla.....	76 12,892
Housewife	59 11,983
People's Popular Monthly..	55 10,175
Woman's World.....	56 9,875
Needlecraft	14 2,656

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CAR- RYING GENERAL AND CLASS ADVERTISING

(Exclusive of publisher's own
advertising)

	Pages.	Agate Lines.
Motor (cols.).....	424	71,274
Country Life in America (cols.)	288	48,243
Motor Boating (cols.)....	270	45,654
Vanity Fair (cols.).....	255	37,947
Popular Mechanics	138	30,912
Architectural Record	129	29,064
System	124	27,804
Popular Electricity	84	18,998
Field and Stream.....	82	18,375
House and Garden (cols.)..	106	14,900
Suburban Life (co's).....	88	14,860
House Beautiful (cols.)....	106	14,819
Outing	66	14,798
Craftsman	60	13,468
Garden (cols.).....	80	11,207
Outers' Book	48	10,752
Physical Culture	44	9,897
Theatre (cols.).....	57	9,704
American Homes and Gar- dens (cols.).....	56	9,489
Travel (cols.).....	66	9,300
Technical World.....	40	8,960
Outdoor Life	38	8,568
International Studio (cols.)	60	8,400
Recreation and Outdoor World (cols.).....	48	6,753
Arts and Decoration (cols.)	43	6,090
Extension Magazine (cols.)	24	3,840

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publisher's own
advertising)

	Pages.	Agate Lines.
*Canadian Courier (cols.)..	245	45,373
MacLean's (cols.).....	219	30,744
Canadian Magazine	97	21,728
Canadian Ladies' Home Journal (cols.).....	90	18,000

*4 April issues.

VOLUME OF ADVERTISING IN LEADING WEEKLIES IN APRIL

(Exclusive of publisher's own
advertising.)

	Agate Columns. Lines.
April 1-7	
Saturday Evening Post..	204 34,411
Town & Country.....	101 17,064
Literary Digest.....	96 18,477
Collier's	67 19,861
Life	82 11,500
Scientific American.....	42 8,519
Christian Herald.....	33 5,544
Churchman	33 5,371
Associated Sunday Mags.	25 4,511
Forest & Stream.....	29 4,397
Outlook (pages).....	18 4,088
Leslie's	16 3,861
Youth's Companion.....	16 3,251
Illustrated Sunday Mag.	16 2,880
Harper's	16 2,738
Judge	14 1,995
All-Story	8 1,876

April 8-14

Saturday Evening Post..	190 31,789
Literary Digest.....	144 20,172
Town & Country.....	95 15,916
Collier's	75 14,352
Leslie's	28 5,755
Outlook (pages).....	24 5,434
Youth's Companion.....	25 5,064
Christian Herald.....	28 4,604
Scientific American.....	22 4,496
Associated Sunday Mags.	22 4,184
National Sunday Mag..	23 3,988
Illustrated Sunday Mag.	22 3,960
Life	25 3,635
Forest & Stream.....	22 3,370
Churchman	17 2,816
Harper's	13 2,311
All-Story	8 1,988
Judge	11 1,559

April 15-21

Saturday Evening Post..	182 30,630
Literary Digest.....	135 18,930
Town & Country.....	87 14,699
Collier's	64 12,173
Christian Herald.....	57 9,576
Life	44 6,203
Leslie's	24 4,943
Scientific American.....	24 4,912
Associated Sunday Mags.	24 4,343
Forest & Stream.....	28 4,359
Outlook (pages).....	17 3,864
Harper's	18 3,109
Youth's Companion.....	14 2,976
Illustrated Sunday Mag.	15 2,812
Churchman	14 2,598
Judge	15 2,377
All-Story	2 560

It's Confidence That Counts

Confidence is the pivot on which swings the worth of a magazine from both editorial and advertising points of view.

FIELD ^{AND} STREAM

has for years worked to an end of publishing the best and most authoritative articles of greatest interest to its ever-growing constituency. It has augmented the confidence thus established by the operation of an Information Service Bureau which is called on to answer and does answer numerous and varied questions, gives advice as to what game is in season and where, and even outlines trips in minutest detail.

As an evidence of the confidence our readers have in text and advertising pages and the confidence advertisers themselves have, witness the following figures—a comparison with others in our class as tabulated by PRINTERS' INK.

APRIL

Field and Stream.....	13,160 lines
Second	9,604 "
Third	8,176 "
Fourth	7,392 "
Fifth	5,948 "

MAY

Field and Stream.....	18,375 lines
Second	14,798 "
Third	10,752 "
Fourth	8,568 "
Fifth	6,753 "

82 pages in our May issue

An increase of 23¼ pages (39 3/5%) over April this year

An increase of 14¾ pages (21 9/10%) over May last year

16¼ pages (24½%) more than any magazine in this field

May I tell you More ?

IRVING MYERS

Advertising Manager

456 4th Ave., New York City

P. S.—June is closing approximately 10% better than last June in net cash.

	Columns.	Agate Lines.		Agate Lines.
April 22-28				
Saturday Evening Post..	190	31,748	Collier's	51,730
Outlook (pages).....	91	20,524	Outlook	33,916
Literary Digest.....	105	14,798	*Life	32,734
Town & Country.....	81	13,865	*Christian Herald.....	29,488
Collier's	66	12,474	*Leslie's	24,108
Leslie's	30	6,199	Scientific American.....	21,808
Life	43	6,092	Associated Sunday Magazines	17,898
Associated Sunday Mags.	26	4,790	*Youth's Companion.....	16,784
National Sunday Mag..	26	4,605	Forest & Stream.....	15,787
Christian Herald.....	26	4,368	Illustrated Sunday Magazine.	13,613
Illustrated Sunday Mag.	22	3,960	Churchman	13,266
Forest & Stream.....	25	3,768	Harper's	9,697
Scientific American.....	16	3,382	†National Sunday Magazine..	8,590
Churchman	16	2,681	Judge	7,872
Youth's Companion.....	12	2,578	All-Story	5,451
Judge	14	2,048		
Harper's	8	1,489		
All-Story	4	1,029		
April 29-30				
Christian Herald.....	32	5,376		
Life	37	5,274		
Leslie's	19	3,851		
Youth's Companion.....	14	2,915		
Totals for April				
Saturday Evening Post.....	128,508			
Literary Digest.....	67,377			
Town & Country.....	61,344			

LIPPINCOTT'S
MONTHLY MAGAZINE

Quality and Quantity Guar- anteed.

The high quality of the circulation of LIPPINCOTT'S has been maintained for 46 years. The well-to-do buying class read this magazine regularly.

Rate, \$75.00

Per Page Facing Reading

Philadelphia

NEW YORK
156 Fifth Ave.

CHICAGO
1313 Marquette Bldg.

	Agate Lines.
Collier's	51,730
Outlook	33,916
*Life	32,734
*Christian Herald.....	29,488
*Leslie's	24,108
Scientific American.....	21,808
Associated Sunday Magazines	17,898
*Youth's Companion.....	16,784
Forest & Stream.....	15,787
Illustrated Sunday Magazine.	13,613
Churchman	13,266
Harper's	9,697
†National Sunday Magazine..	8,590
Judge	7,872
All-Story	5,451

* 5 issues. † 2 issues.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publisher's own advertising)

	Pages.	Agate Lines.
1. Vogue (two issues) (cols.).....	650	102,786
2. Motor (cols.).....	424	71,274
3. Country Life in America (cols.).....	288	48,243
4. Motor Boating (cols.)	270	45,654
5. Vanity Fair (cols.)...	255	37,947
6. Cosmopolitan	163	36,512
7. Ladies' Home Journal (cols.)	164	32,890
8. Popular Mechanics....	138	30,912
9. MacLean's (cols.)...	219	30,744
10. Architectural Record.	129	29,064
11. System	124	27,804
12. Review of Reviews...	118	26,614
13. Good Housekeeping Magazine	115	25,738
14. World's Work.....	109	24,485
15. Everybody's	106	23,902
16. Woman's Home Companion (cols.)....	117	23,551
17. Harper's	101	22,680
18. Delineator (cols.)....	111	22,200
19. Canadian Magazine...	97	21,738
20. Harper's Bazar (cols.)	126	21,178
21. Sunset Magazine.....	94	21,056
22. Pictorial Review (cols.)	104	20,800
23. McClure's	92	20,757
24. Metropolitan (cols.)...	119	20,335
25. Popular Electricity...	84	18,998

Patterson & Coane, of Philadelphia, distillers of No. 6 Rye Whiskey, are using large space in newspapers, devoted to a new non-refillable bottle which they have recently adopted.

Are you on the Mississippi or the Atlantic Coast?

Panama will soon open its gates. It can't open them too soon for the people of the Pacific Coast Country, and there are over seven million souls in this region.

Just think of the tremendous advantages you manufacturers along the Mississippi and Atlantic Coast will have in securing a foothold in this great market, as soon as the direct water route is opened!

What preparations are you making to reap the benefits of the all-the-way-by-water highway to the West Coast? There are six full months ahead of you to get in some pioneer work with the retailers and consumers.

That is the first step you should take and the best way to take it is through Sunset—the Pacific Monthly. Sunset can introduce you to several thousands of retailers—buyers whom we know intimately and who will gladly handle merchandise of merit.

Then Sunset can make you a consumer connection in this market of moneyed people that no other medium can get you, because Sunset is in solid with its home folks—beyond the Rockies.

Don't wait—start now. Six months' steady plugging now will do you more good than it will after the Canal opens.

SUNSET

The Pacific Monthly

TALK PAGE COPY—\$200

Just address like this:

Sunset—The Pacific Monthly

Wm. Woodhead, Business Mgr., San Francisco

Chicago—55 West Jackson Blvd., L. L. McCormick, Mgr.

338 Marquette Building, G. C. Paterson, Mgr.

Boston—6 Beacon St., Charles Dorr, Manager.

New York—220 West 42nd St., W. A. Wilson, Mgr.



"PRINTERS' INK'S" FOUR-YEAR RECORD OF MAY ADVERTISING

	1914	1913	1912	1911	Total
Cosmopolitan	36,512	46,194	50,188	32,144	165,038
Review of Reviews	26,614	30,254	30,016	33,112	119,996
Everybody's	23,902	25,234	28,048	41,776	118,960
Sunset Magazine	21,056	29,344	34,720	26,992	112,112
McClure's	20,757	23,615	28,314	30,420	103,106
World's Work	24,485	23,695	25,669	23,618	97,467
Munsey's	17,626	17,864	21,588	28,140	85,218
American	15,495	18,739	19,209	25,032	78,475
Harper's	22,680	19,740	14,338	20,664	77,430
Scribner's	16,646	17,743	20,160	22,820	77,369
Century	15,008	13,692	17,920	18,876	65,496
Hearst's	18,312	19,321	10,272	8,568	56,473
Current Opinion	12,550	11,572	11,816	15,074	51,012
Metropolitan	20,335	14,430	7,354	7,462	49,581
Red Book	8,232	8,960	11,536	12,768	41,496
Atlantic Monthly	13,328	9,968	7,784	10,108	41,188
American Boy	11,169	9,619	10,141	9,420	40,349
Argosy	8,512	7,518	9,996	11,998	38,024
Ainslee's	7,728	6,498	8,960	8,794	31,980
Lippincott's	5,432	6,216	9,632	5,140	26,420
Boy's Magazine	7,116	6,797	6,133	5,686	25,732
St. Nicholas	7,000	6,552	5,152	4,088	22,792
	360,495	373,565	388,944	402,700	1,525,704

WOMEN'S MAGAZINES

	1914	1913	1912	1911	Total
Vogue (two issues)	102,786	97,845	69,344	69,626	339,601
Ladies' Home Journal	32,899	32,506	30,406	35,300	131,111
Woman's Home Companion	23,551	28,400	31,249	32,125	115,325
Good Housekeeping Magazine	25,788	27,668	29,418	28,404	111,278
Delineator	22,200	22,285	25,823	25,920	96,228
Designer	16,654	18,728	22,601	23,200	81,183
Woman's Magazine	15,837	18,822	22,677	23,290	80,626
Pictorial Review	20,800	19,600	18,350	15,000	73,750
Ladies' World	13,900	17,600	15,800	15,067	62,367
McCall's Magazine	14,775	15,742	14,950	15,946	61,413
Modern Priscilla	12,892	14,784	14,556	15,848	58,080
Mother's Magazine	13,652	11,862	11,840	12,120	49,474
People's Home Journal	14,114	12,716	9,382	9,733	45,945
Woman's World	9,875	10,056	11,003	12,052	42,986
Housewife	11,983	10,500	8,300	7,841	38,624
Harper's Bazar	21,178	3,711	5,431	8,035	38,355
	372,884	362,825	341,130	349,507	1,426,346

CLASS MAGAZINES

	1914	1913	1912	1911	Total
Motor	71,274	79,506	81,144	80,388	312,312
Country Life in America	48,243	44,268	*44,702	51,310	188,523
Motor Boating	45,654	44,226	46,620	38,556	175,056
System	27,804	30,256	35,672	28,672	122,404
Popular Mechanics	30,912	28,896	26,544	22,064	108,416
Suburban Life	14,860	17,510	21,478	22,478	76,326
Outing	14,798	16,632	18,732	18,480	68,642
House Beautiful	14,819	15,400	18,082	14,399	62,700
House & Garden	14,900	16,460	15,644	15,607	62,611
Popular Electricity	18,998	13,076	13,888	10,864	56,826
Garden	11,207	12,439	11,060	13,788	48,494
International Studio	8,400	11,655	11,270	13,265	44,590
Theatre	9,704	8,668	9,638	9,317	37,327
Physical Culture	9,897	9,895	9,184	7,392	36,368
	341,470	348,885	363,658	346,580	1,400,593

WEEKLIES (APRIL)

	1914	1913	1912	1911	Total
Saturday Evening Post	128,503	121,860	116,636	†138,040	505,044
Town & Country	61,344	95,632	88,204	†97,451	342,631
Collier's	51,720	63,218	57,820	†73,800	246,558
Literary Digest	67,377	54,505	55,067	†53,219	230,168
Outlook	33,910	36,494	41,568	†50,039	162,011
Life	†32,724	35,025	39,968	36,189	143,906
Leslie's	†24,108	20,256	26,942	30,851	102,157
Christian Herald	†29,468	†25,834	24,436	20,118	99,856

* 2 issues. † 5 issues.

Grand total 1,504,008 1,538,099 1,544,373 1,598,494 6,184,974

LESS than one-half of 1% of the population (approximately 490,000 persons) paid the Federal Income Tax.

The new increase in Vogue's circulation guarantee, of from 45,000 to 80,000, shows how closely Vogue is now covering its chosen field of people who pay the income tax, and who are the chief purchasers of all high-quality products.

The increase of 35,000 readers is the result of a careful and conservative circulation campaign in which no premiums were offered, no subscription rates cut, and no canvassers employed.

THIS is a 78% increase in circulation. The advertising rate will be advanced to \$500, a 25% increase. But for advertisers who act quickly, we will reserve space at the present rate of \$400 a page up to and including the issue of February 1st, 1915.

With its present circulation of 80,000, Vogue is a big force among people of wealth and discrimination. How much advertisers appreciate the opportunities for profit from this class would seem indicated conclusively by the overwhelming amount of advertising carried by Vogue. Look through the current May 15th issue—in the meantime look at the opposite page.

James Henderson
Advertising Manager

VOGUE

443 Fourth Avenue

New York City

Decision in the "Troy" Trade-Mark Case

THE U. S. Court of Appeals in the opinion handed down in the case of Tim & Co., appellant, vs. Cluett, Peabody & Company, covered a number of points likely to prove of interest to advertisers in general. The news of the decision was published in PRINTERS' INK last week. Following a résumé of the history of the case and the matters at issue the opinion squares the present opinion with previous pronouncements in language that is in part as follows:

"In *McIlhenny vs. New Iberia Extract of Tobasco Pepper Company* it was ruled that a petition for the cancellation of a trade-mark must contain a statement of facts sufficiently full to show that the petitioner has been injured by the registration of the mark he seeks to have cancelled, that is, that he sustained an injury of a legal character. In *Battle Creek Sanitarium Company vs. Fuller*, an opposition to the registration of a mark under the ten-year clause, the court pointed out that it is not sufficient for an opponent to say he believes he would be damaged by the proposed registration, but that 'he must allege some fact showing an interest in the subject-matter from which damage might be inferred.' In that case the opposer had alleged use of a mark in its advertising matter. The court said: 'To constitute a trade-mark use the mark must be attached or applied to the goods. Property in it can only be acquired by the actual application of it to goods of a certain class; so that it serves to indicate the origin of the goods, that is to say identify them with the particular manufacturer or trader and to distinguish them from similar goods.'

"Of course where an article is known by a certain name and the registration of that name is sought under the ten-year clause an opposition based upon the manufacture and sale of said

article is sufficient. Thus in *Natural Food Co. vs. Williams* the opposition to the registration of the words 'Shredded Whole Wheat' as a trade-mark was sustained because it appeared that the opposer during the ten-year period had produced that article of food and sold it under the name by which it was known to the public. The words 'Shredded Whole Wheat' represented a thing which others had a right to produce and sell and hence the applicant was not entitled to their exclusive use.

"In the present case the applicant and opposer are both manufacturers of shirts and collars. The applicant has attached the word 'Troy' to its goods as a trade-mark and claims the right to registration under the ten-year clause. It is no objection to the registration of the mark under this statute that it is geographical and descriptive. The opposer has not used this mark on its shirts and collars. Indeed, it has not used it as a trade-mark at all. It has merely informed the public that its place of manufacture is at Troy, N. Y. Obviously the use of the word 'Troy' does not distinguish its product from that of the many other shirt and collar manufacturers in the same city. Nor was it intended that it should. Its use of the word was a mere incident to its location and not to identify its product. Every other Troy manufacturer of other articles or commodities probably used the word in exactly the same way, and its registration to the applicant would in no way interfere with or curtail that use. It necessarily follows from what we have said that the averments in the opposer's notice of opposition fail to show such an interest in this mark as entitles it to be heard. The averments as to use by third parties are of no avail. The statute limits the right to be heard to those hav-

ing an interest in the subject-matter. The interests of the public are under the protection of the Commissioner of Patents. The notice of opposition should have been dismissed. Decision reversed."

Daggett & Ramsdell's Sampling Plan

Daggett & Ramsdell, New York, manufacturers of toilet preparations are following up their magazine and street-car advertising for cold cream with a

special sampling plan by means of the purchased package.

In each package is enclosed a post card which when filled out with the names of five women who might be interested in "Perfect Cold Cream" will secure for the sender a "Perfect Wash Cloth" for applying the cream and directions for use.

This represents a practical method of sampling as each woman whose name is given comes from a person who knows that the cold cream will appeal to her. The return post cards also furnish a means of checking up the sales in different cities. In each package is also enclosed a booklet entitled "An Aid To Beauty."

Details Distract Agencies

from the big things they attempt. That's why we would keep before you the fact that *we can save you unlimited time, trouble and not a small amount of money* in taking the thousand and one details of "*Newspaper Classified*" off your mind. We have a system that enables you to not only serve your client efficiently but allows you *actual remuneration* in the bargain.

Why not get our Commission Proposition? Bulletin 130 and Testimonials sent to any Agency or advertiser on request.

Classified Dept.

THE ARKENBERG-MACHEN CO.
234-36 Nasby Building, Toledo, Ohio

Recognized by the A. N. P. A. and Quota Club.

1847 ROGERS BROS.

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.

Guaranteed by the largest makers of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successor to Meriden Britannia Co.
NEW YORK CHICAGO SAN FRANCISCO



SLIDES

HAROLD IVES COMPANY INC.
Metropolitan Life Building New York

SLIDES

The Little Schoolmaster's Classroom

WHY all this pother over a definition of advertising? It reminds the Schoolmaster of the old trick the philosophy instructor plays on the Sophomore class at college, when he asks them to write down a list of all the "self-evident truths" they can think of. Some bright youth heads his list with "the whole is greater than any of its parts," whereupon the professor beams through his spectacles and remarks: "My dear sir, you have given me a splendid definition of 'a whole,' but it is not evident until it has been confirmed by experience." And so on, down through the list, the professor shows that each "self-evident" statement is only a definition of something else which isn't evident at all until experience has proved it so.

* * *

So with our definitions of advertising. One man's experience confines it within certain limits; another man's experience extends the limits; and so following. No two are alike, because no two experiences are quite alike. The trouble is that they are all trying to define *the thing itself*, and things cannot be permanently fixed in a definition until they are dead. Advertising is very much alive.

* * *

But if we cannot agree upon a definition of the *thing*, we can get together on a definition of the *term* by referring to our Latin dictionaries. *Ad* means "toward," and *verto* signifies "to turn." So advertising is that which turns the mind toward something. There is plenty of room to turn around in that definition, and advertising can grow as big as it likes without splitting it up the back.

* * *

Here is a booklet entitled "Statler's Talk to His Patrons," issued by the Hotel Statler, Buffalo and Cleveland. It contains "a few hints which Statler would

give to such of his guests as do not realize, or do not remember, that they themselves influence the service rendered them at a hotel." Practically speaking, it is a little book of instructions in the use of the product—hotel service—after the sale is made. Also it is advertising, and good advertising, in the Schoolmaster's opinion. Some of the headings are: "Getting the Room You Want," "Getting Mail, Telegrams, Calls, etc.," and "Fairness"; the latter including such remarks as the following:

It isn't fair for the guest to say he has waited *fifteen* minutes—when it wasn't *five*.

It isn't fair to expect a certain dish from the kitchen in the minimum number of minutes every time it is ordered.

It isn't fair to expect the bell-boy or porter whom you send to your room for something, to make the round trip in practically the non-stop running time of the elevators.

It isn't fair for the guest to forget that, while a hotel is his home, temporarily, it is at the same time the home of some hundreds of other people.

* * *

It would be mighty interesting, thinks the Schoolmaster, if we could go back into the origin of advertising and trace the early instincts or impulses. One of these early impulses was certainly the craving to be humorous or clever, for that crops out now and then with a new advertiser. Another impulse is that common one which moves advertisers, who can be both specific and interesting in talking to customers, to be so general when they break into printed talk that they say nothing that is of interest. And the Schoolmaster believes that a third early impulse manifests itself in what might be called the "factory instinct," which moves the advertiser—though his factory may look as ordinary as ten thousand other collections of plain buildings and smokestacks—to thrust a view of such a plant on the reader. There must be many things about almost any product which would catch and hold the attention of users and possible users without resort-

ing to the threadbare factory-view idea.

Despite all the improvement in trade and technical paper advertising, thousands of manufacturers have not yet caught the idea that it is possible to make such a dent on the mind of a reader, ahead of the time of needing the product, that they will have a running start over competitors.

* * *

The Schoolmaster has rarely seen a better use of small space than this little Pratt's Chick Food advertisement. The simplicity and pertinency of the chicken outline make the advertisement stand out so well that you could hardly lose it even on a newspaper page containing many announcements.

* * *

"Hang this efficiency business!" said the purchaser of a pair of suspenders that were just a little short. "Here somebody has gone and persuaded the manufacturer that he can lop off an inch on all his suspenders."

"That isn't efficiency," replied



AN AD WHICH STANDS OUT IN SMALL SPACE

his acquaintance, "that's deficiency."

* * *

Yes, William, it is possible to make an interesting presentment of a subject that apparently seems

THOUSANDS OF

PREMIUMS

The pulling power of your premium plan can be increased tremendously by offering your customers their choice

from thousands of premiums instead of only three or four, none of which they may wish. Through our "Clearing House" system we place at your service the largest premium stock in the world and can conduct your premium department for you *without tying up a cent of your capital* in premiums. We also save for you the expense of a purchasing department, a shipping department, etc. Tell us your needs so that we can explain how we can fill them.

The John Newton Porter Company

Largest Premium House in the World

Dept. 7a, 253 Broadway, New York

a dull one—if the goods are really high grade and you know how to do the trick. Here is a reproduction of a page from a circular advertising Alexander Belting. Can you imagine anything more graphic and impressive than this chart, showing the part of the

We Use But 28% of the Hide For Making Alexander Belts



The Section Marked "D," Tough, Strong, Uniform, Represents The Only Part of The First-Class Hide That Meets The Requirements for Alexander Belts

INTERESTING PRESENTMENT OF DULL SUBJECT

hide that is used in making Alexander Belts? This is technical advertising to which the Schoolmaster removes his hat. There will be more of it as the days go on, and it is going to put a good deal of the so-called popular advertising to shame, for it is free from conceits; it appeals to readers with very definite purposes, and it has to go straight to the mark.

Baseball Tickets as Coupons

One of the most unusual gift coupons of the myriad now packed with cigarettes is the slip which has just been introduced by the Sultan Flare Cigarette Co., New York. The certificates are packed one to the box of cigarettes, and 50 of them entitle the collector to a ticket to a ball game. The cigarette company, it is said, has opened an account with the New York, Brooklyn, Cincinnati and Boston National League clubs; the New York, Washington, Detroit, Chicago, Cleveland and Boston American League clubs and the Jersey City and Newark Clubs in the International League, so that it is able to secure general admission tickets upon special terms.

Is This Unethical Advertising?

CINCINNATI, O., May 1, 1914.
Editor of PRINTERS' INK:

Pity the poor professional man! It seems that he may not only not advertise, as do others seeking business, but that he is not to be permitted, in some cases, even the slight consolation of seeing his name publicly linked with creditable work which he has done, lest he fracture the rigid rule against making himself known by any means which may come under the classification of obnoxious advertising. A recent remarkable instance of this was given at Norwood, O., one of the several suburban towns in the vicinity of Cincinnati, where a \$800,000 high school is in process of construction. The architects who designed it thought it not improper to insert at one corner, as is not infrequently done in the case of public buildings, a stone bearing their names in that capacity; and this was accordingly done.

Immediately, however, such an uproar arose at this flagrant piece of unethical procedure that the stone was removed and replaced by one whose white surface bears no name, and spreads no prohibited advertising. It is probable, of course, that there will be an elaborate corner-stone, or a bronze tablet, bearing the names of the mayor, the city council, the school board, and other dignitaries of the little city in power at one time or another preceding or during the construction of the building, and there are probably among them men who will profit from the publicity—perhaps, even, there are lawyers or other professional men among them; but it is certain that the architects will not be permitted to get away with anything of this sort. If anybody in the future wants to know who designed the handsome building he can ask a policeman—they have policemen in Norwood!

The source of the complaint against this piece of advertising seems to be somewhat obscure. The only facts made public were that there was a complaint against the stone for the reason given, and that it was therefore removed.

C. K. C.

Barker with United Profit Sharing Co.

C. E. Barker, now secretary, general manager and director of the Hamilton Corporation, New York, and credited with the origination of its "Hamilton Coupon," is to go with the newly organized United Profit Sharing Company as vice-president and director. He will be succeeded in the Hamilton Corporation by A. J. Dillman, heretofore Pacific Coast manager for Sperry & Hutchinson.

The Artesian Mfg. & Bottling Company, of Waco, Texas, is using a unique style of descriptive copy to advertise "Circle Brand" Ginger Ale. The campaign consists of a treatise on zinziber, which the copy says is Latin for ginger.

New Outdoor Advertising Ordinance

A NEW ordinance to regulate outdoor advertising in New York City was introduced at an aldermanic meeting held in New York on May 12. The new measure which will supersede the recently withdrawn ordinance fathered by Alderman Curran, contains many provisions for the prevention of fire and other hazards. Provisions attempting to regulate outdoor advertising from the standpoint of beauty are left to the outdoor advertising companies.

The City Club of New York, which is deeply interested in the new measure, recently wrote to the outdoor advertising interests in New York proposing the formation of an Outdoor Advertising Commission to work in conjunction with the advertising men in an "earnest effort to improve conditions around our more important parks, drives, and public places." It was suggested that the commission be voluntary, and be made up of the president of the Municipal Art Society, the president of the Mural Painters of America, the president of the Architectural League, and the president of the Real Estate Board. The letter was sent to the O. J. Gude Company, the Van Beuren and New York Bill Posting Company, and the New York Edison Company, and read, in part, as follows:

A number of conferences have been held recently on the revision of Alderman Curran's billboard ordinance. In these conferences the Mayor's Billboard Commission, the Citizens' Union, the Real Estate Board, and the City Club have participated.

We have faced frankly the legal difficulties in the way of regulations based solely on the preservation of public beauty; and we are willing to support an ordinance which omits proposed regulations of this character, provided that the outdoor advertising interests will make an earnest effort to improve conditions around our more important parks, drives, and public places.

You represent the largest part of the outdoor advertising business in this city. Would you favor the creation of a voluntary outdoor advertising commission, and would you work with such a commission to bring about a

Mr. Advertising Agent:—

What can you do with \$500?

We have, as we believe, the best article on earth. **TIREEN**

laughs at flat tires. To make it strong: we give you a new inner tube should TIREEN fail to protect yours against punctures. TIREEN is not a filler, occupying but 5% of air space; it will not thicken; it preserves the rubber, and rather aids in vulcanizing blown-out tubes. Even a nail one-quarter of an inch thick cannot cause the loss of air from the inner tube with the use of TIREEN. It has been given the most severe tests for nine months and made good.

*We want to spend \$500.
What can you do with it?*

BAER MFG. COMPANY

1402 North American Building
Philadelphia, Pa., U. S. A.

1914 Bound Volumes Going Fast

With less than 5 months of the year past, over 50 per cent of the available supply of PRINTERS' INK 1914 Bound Volumes have been sold.

At this rate July 1st may see the last set taken, and PRINTERS' INK suggests early orders from those who plan to use these volumes—(\$8.00 the set of 4 books issued quarterly—post paid).

Printers' Ink Publishing Co.

12 West 31st Street
New York

greater consideration for public beauty and propriety?

The O. J. Gude Company and the Van Beuren Company wrote to the City Club as follows:

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **131,428**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

SAFETY FIRST IN WISCONSIN USE



Sears, Roebuck and Co.'s
Masterpiece of Value

THE HARRIS VISIBLE TYPEWRITER

The Harris Vis-
ible Typewriter is
beyond question
the greatest merchandising
victory we have ever won.

The Harris is standard in size and shape—is equipped with Universal keyboard, two sets of shift keys, shift lock, release key, tabulator, back spacer, marginal release, 11-inch carriage; writes a line 9 inches long.

Compare it with any other make, regardless of price, and judge the value we are offering. Write today, requesting Typewriter Catalog No. 86P92, which describes every detail and quotes liberal time payment terms.

Sears, Roebuck and Co., Chicago

Sold
On 30
Days'
Trial



We are heartily in favor of a commission such as you suggest, because it must be evident that it is impossible to legally enact any law that is based purely on esthetic considerations.

The only elements that can at all be considered in a matter of this kind are those of public safety, health, and morality. At the same time, we wish you to appreciate that the outdoor advertising interests of New York are very sensible of the efforts that are made by many citizens to bring about the beautifying of our municipality. We are in full accord with sentiments of this kind providing, of course, that these efforts progress along lines not merely of pure estheticism, but of estheticism coupled with the essential needs and rights of the large real estate, labor, and business interests involved.

In accepting the appointment of this commission, we would feel it to be our duty to seriously take up the consideration of all questions pertaining to the esthetic side of the outdoor advertising industry. In this way such questions as the copy of advertisements, the artistic make-up of the structures, and the matter of location in the vicinity of certain portions of the city could be taken up.

The new ordinance introduced will permit "open work" sky signs 75 feet high on fireproof buildings and 50 feet high on buildings that are not fireproof. Solid sky signs must be restricted to 31 feet in height. There must be 7 feet headroom under all signs for firemen to move about and upright supports must be at least 5 feet apart. The signs must be set back 6 feet from the edge of the buildings.

Boards on the ground will be restricted to 24 feet in height. This height will permit "double deckers," but not "triple deckers."

These restrictions will apply only to signs that are to be built, but the ordinance is retroactive regarding these provisions; no obstruction will be allowed in front of doors, windows or other exits and no signs will be permitted at the top of buildings, reaching above the cornice. It is required that signs must be built on the roofs.

The ordinance will also require that builders of signs obtain a permit from the building department. A fee of \$2 will be charged for ground signs; \$5 for roof signs and \$10 for electric signs. No fee is required at present for the erection of a sign on private property.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

Prove Your Proposition with Motion Pictures

Intelligently handled, the motion picture presents the most efficient medium for the promotion of sales in many different lines.

The Smallwood Film Corporation *knows how* to put the selling punch in pictures. Its supremacy in the industrial motion picture field is due to its *knowing how* to evolve and carry out plans that will fit each client's particular line.

Whether you want national circulation, zone circulation or trade circulation, we can show you the way.

Or you may have a product which can best be exploited through the use of our "Projectoscope," carried by your salesmen enabling the display of your pictures in the privacy of your prospective customer's office.

We will gladly outline a plan for you without any obligation on your part.

Send for booklet.

SMALLWOOD FILM CORPORATION
CAPITAL \$100,000.00

Specialists in Industrial Motion Pictures

New York, U. S. A.

949 BROADWAY

BILLPOSTING

8¢ a Sheet Posts R.I.
(LITEST, PROTECTED AND GUARANTEED SHOWING)
ADDRESS: LAMAR BUILDING, PROVIDENCE, R.I.
Standish-Barnes Co.

COPY WRITERS

YOU NEED our service when you want copy that brings results. We're headquarters for preparing letters, booklets, etc., that loosen up your prospect's purse strings. Rates on request. **AD. WIDDER CO.**, 161 E 8th way, Brooklyn, N.Y.

"Pep" in Your Printed Matter

State your requirements. I'll prepare the kind of copy that makes merchandise **MOVE**. Pay only if satisfactory. Box AO-921, Printers' Ink.

FOR SALE

FOLDING MACHINE, new, one-half price. Power Printograph and Multi-graph at one-third cost. **OFFICE SPECIALTY CO.**, Bourse, Philadelphia.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

POSITIONS WANTED

ADVERTISING SOLICITOR—10 years' experience and successful record; aggressive, constructive worker and producer; open for engagement. Highest endorsements. Address, Box AA-541, care of Printers' Ink.

ADVERTISING MAN, 26, department store experience. Writes good, concise copy; clever on layouts. Newspaper, catalogue and correspondence work. Aggressive and energetic. Wants to prove efficiency. Box AO-912, P. I.

Can You Use Me?

Gingery, forceful copy-writer with **IDEAS**. Some agency experience. Salary secondary consideration. Box AO-919, care of Printers' Ink.

DETAIL MAN—Energetic, experienced man with exceptional ability as "missionary" and inspector, thoroughly familiar with merchandising methods and various phases of connective and co-operative advertising solicits opportunity to demonstrate ability. Can be of material assistance in sales or advertising departments. Experimental tryout work no objection. Aged thirty, excellent education and references. Salary secondary consideration. Box AF 678, Printers' Ink.

ADVERTISING ASSISTANT wants job. Agency New York City preferred. Human interest copy writer, make layouts, arrange window displays, cards, booths; newspaper and dry-goods advertising experience; knowledge automobiles, motor boats. Box AP-935, Printers' Ink.

MAN of experience in magazine and various branches of general publishing business, seeks opportunity to enter advertising business under favorable conditions for learning and demonstrating ability. Salary of secondary importance. Address, Box AU-922, care Printers' Ink.

Advertising Assistant

A year's agency training. Understands preparation of line cuts, half-tones and layouts. Good correspondent and detail man. Age 27. Box 78, Station L, Brooklyn, N. Y.

I have a thorough knowledge of newspaper and magazine rates, having worked as assistant space buyer in a prominent New York agency, am a competent stenographer and a good bookkeeper. Having learned my primary lessons I am ready for a permanent job in the advertising field, with some progressive agency or manufacturing concern. I'm well educated. Working at present. References. Box AP-932, care of Printers' Ink.

ADVERTISING MANAGER wants opportunity to use his ability and experience to better advantage. Can manage any advertising department. Experienced newspaper and publicity man and house organ editor. Has done good work for good advertisers. Box AP-933, P. I.

MANUFACTURER PUBLISHER ADVERTISING AGENCY

Can you honestly say that you are "satisfied" with the administration of every department of your business? Do you know why you list prospects while your competitors fill orders? If not, take advantage of my extraordinarily valuable experience in Manufacturing, Merchandising, Salesmanship, Advertising and Printing. Address, EXECUTIVE, Box AP-936, care of Printers' Ink.

How About Canada?

Can you use the services of a man who is thoroughly familiar with Canadian Advertising and Merchandising Conditions—one who has, as a Salesman, covered the country from Coast to Coast—as a Sales Manager, directed a successful Canadian selling force, and—as an Advertising Manager, prepared and executed several large successful campaigns embracing every good form of Advertising. Would details and samples of work interest you? Address, "CANADIAN", Box AP-934, care of Printers' Ink, 12 West 41st St., New York.

PUBLISHING BUSINESS OPPORTUNITY

OWNER'S ill-health causes him to consider selling his important trade publishing business. The right man might buy an interest and gradually acquire more until he owned it all. Net profits above salaries over \$20,000. Can be bought for \$150,000, one-third cash. Address, Box AT-940, care of Printers' Ink.

Trials of the Circulation Manager

No. 5

We know that about eight copies of **PRINTERS' INK** go astray out of every thousand mailed, for one reason or another. Probably there are others which never reach their destinations—and it's those we want to hear about. If your copy doesn't get to you within a reasonable time—let us know about it right away, and then we can send a duplicate. Delays of a week, or failure to call repeated losses to our attention, make for dissatisfaction and disappointment when we have to write back, "the entire edition is now out of print."

Only by being informed *promptly* when things go wrong can we hope to make them run right.

S. R.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' Ink a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

ALABAMA

Huntsville, Ledger, dy. Average for 1913, 8,442. First 2 months, 1914, 30,245. Best and closest advertising medium in Alabama.

ARIZONA

Phoenix, Gazette. Average gross circulation first three months, 1914, 7,556.

CONNECTICUT

New Haven, Evening Register, daily. Aver. for 1913 (sworn) 19,326 daily, 2c.; Sunday, 15,630, 5c.

Waterbury, Republican. Examined by A. A. regularly. 1913, Daily, 8,666; Sunday, 8,552.

ILLINOIS

Joliet, Herald, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,591.

Peoria, Evening Star. Circulation for 1913, Daily, 21,603; Sunday, 10,876.

INDIANA

South Bend, Tribune. Sworn average March, 1914, 12,323. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye. Average 1913, daily, 4,813; Sunday, 10,518. "All paid in advance."

Des Moines, Register and Leader-Tribune, daily average Dec. 19, 60,000; Sunday, 43,000. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Washington, Eve. Journal. Only daily in county. 2,903 subscribers. All good people.

Waterloo, Evening Courier, 56th year; Av. dy. 1913, 9,331. April daily aver. 14,783. Waterloo Pop., 29,000.

KENTUCKY

Louisville, Courier-Journal. Average 1913, daily, 30,669.

Louisville, The Times, evening daily, average for 1913 net paid 51,323.

LOUISIANA

New Orleans, Item, net daily average for 1913, 65,43

MAINE

Augusta, Kennebec Journal, daily average 1913, 10,657. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1913, daily

Portland, Evening Express. Net average for 1913, daily 19,537. Sunday Telegram, 13,002.

MARYLAND

Baltimore, News, daily. News Publishing Company. Average 1913 — Sunday, 56,883; daily, 76,733. For April, 1914, 90,127 daily; 65,025 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston Globe

Average Circulation 1913:
177,747 Daily 313,397 Sunday

Advertising totals: 1913, 8,334,750 lines, 1,136,622 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day ad.

Lynn, Evening Item. Daily sworn av. 1911, 16,987; 1912, 15,338; 1913, 18,873. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1913, 19,498.

Worcester, Gazette, evening. Av. Jan. to Dec., 1913, 21,904. The "Home" paper. Larg. 'st ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Average circulation 1913, 21,321

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for first 3 months, 1914, 109,000.





Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,763; Sunday *Tribune*, 169,143.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1913, 125,602.

NEW JERSEY

Camden, *Daily Courier*. Daily, Jan. 1st, 1913, to Dec. 31, 1913, 10,728.

Camden, *Post-Telegram*. 11,392 daily average 1913. Camden's oldest daily.

Trenton, *Times*. Only evening and Sunday. '11, 20,116; '12—21,989; '13, 24,610.

NEW YORK

Buffalo, *Courier*, morn. Ave., 1913, Sunday, 103,249; daily, 61,759; *Evening*, evening, 47,556.

Buffalo, *Evening News*. Daily average, for 1913, 92,379.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

Schenectady, *Gazette*, daily. A. N. Liecky. Actual Average for 1913, 23,006. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

NORTH CAROLINA

Charlotte—Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem, *Daily Sentinel* (c) av. Mar., '14, 6,024. *Semi-Weekly Sentinel*, av. Mar., '14, 7,174.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,054. For April, 1914, 121,612 daily; Sunday, 152,462.

PENNSYLVANIA



Erie, *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,535; 23,477 av., April, 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Philadelphia. *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1913, 79,969; the Sunday *Press*, 170,667.

Washington, *Reporter and Observer*, circulation average 1913, 13,576.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1913, 16,186. In its 42nd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, eve. net, sworn, average for 1913, 19,187.

York, *Dispatch and Daily*. Average for 1913, 19,187. Covers its territory.

RHODE ISLAND

Newport, *Daily News*, (evening) 66th year. Covers field. Circulation for 1912, 4,990.

Pawtucket, *Evening Times*. Average circulation for 1913, 21,625—sworn.



Providence, *Daily Journal*. Sworn ave. net paid for 1913, 19,038 (©). Sunday, 30,494 (©). *The Evening Bulletin*, 47,502 sworn ave. net paid for 1913.

Westerly, *Daily Sun*. S. E. Conn. and S. Rhode Island. Sun to every 7 persons. Aver. cir., 1913, 5,630.

SOUTH CAROLINA

Columbia, *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,525. Jan., 1914, average, daily and Sunday, 22,014.



VIRGINIA

Danville, *The Bee* (eve.) Average, April, 1914, 6,499.

WASHINGTON

Tacoma, *Ledger*. Average year 1913, daily and Sunday, 21,581.

Tacoma, *News*. Average for year 1913, 20,510.

WISCONSIN

Janesville, *Gazette*. Daily average, April, 1914, daily 6,618; semi-weekly, 1,358.

Racine (Wis.) *Journal-News*. Daily average circa. Jan. 1st to Dec. 31st 1913, 6,532.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1913, 4,712.

SASKATCHEWAN, CANADA

Regina, *The Leader*. Average, for 1913, 12,361. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

NEW HAVEN REGISTER. Leading want ad medium of State. Rate 1c. a word. Av. '13, 19,336.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MINNESOTA

THE Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1913 111,417 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

NEW YORK

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign **OO**.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Island Printer, Chicago (OO). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (OO).

Boston **Evening Transcript (OO)**, established 1800. The only gold mark daily in Boston.

Worcester **L'Opinion Publique (OO)**. Only French daily among 75,000 French population.

MINNESOTA

The **Minneapolis Journal (OO)**. Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn **Eagle (OO)** is THE advertising medium of Brooklyn.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (OO). Specimen copy mailed on request. 263 Broadway, N. Y.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1913, sworn net average, Daily, 79,969. Sunday, 170,467.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The **Memphis Commercial Appeal (OO)** is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both *quality* and *quantity* tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WISCONSIN

The **Milwaukee Evening Wisconsin (OO)**, the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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Who knows more about POLO than John G. Milburn, Jr.?

His only article about it this spring was in *Vanity Fair* for March.

Who knows more about SCULPTURE than Frederick MacMonnies?

From his studio in France he sent *Vanity Fair* the first photographs of his statues for the New York Public Library.

Who knows more about the OPERA than Geraldine Farrar?

The first article she ever wrote is in *Vanity Fair* for May—the inside story of her most sensational rôle.

Who knows more about HUMOR than Simeon Ford?

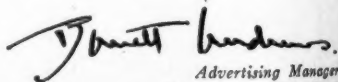
He wrote a page of characteristic poetry in *Vanity Fair* for March, illustrated with pictures by his little daughter.

Who knows more about "GRUMPY" than Cyril Maude?

He wrote the captions for half a dozen pictures of himself, making up for "Grumpy" in *Vanity Fair* for April.

All these articles are unusually intimate. We can secure them only because the writers feel that through *Vanity Fair* they are talking to their friends.

This is one point of difference between *Vanity Fair* and the other magazines. *Vanity Fair* gets its information *at first hand* from the men and women most intimately concerned in Sports, Art, Music, Society, and the Stage.


Advertising Manager

449 Fourth Ave., New York

Vanity Fair's close personal appeal means much to the success of its advertisers. Their hearty support of *Vanity Fair* is shown on page 108